DOCUMENT RESUME

ED 080 770 VT 021 225

TITLE	Vocational Education State Instructional Materials for Distributive Education.
INSTITUTION	Oklahoma State Dept. of Vocational and Technical Education, Stillwater. Curriculum and Instructional Materials Center.; Texas Education Agency, Austin. Dept. of Occupational Education and Technology.
SPONS AGENCY	Office of Education (DHEW), Washington, D.C.
PUB DATE	73
CONTRACT	OEC-0-70-4541
GRANT	OEG-0-72-4682
NOTE	68p.
AVAILABLE FROM	Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 (S/N 1780-01170, $0.95)
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	*Annotated Bibliographies; Codification; *Distributive Education; *Instructional Materials; Instructional Programs; *Occupational Information; *Resource Materials

ABSTRACT

This annotated listing of curriculum materials is provided to inform planners, administrators, vocational educators, and others interested in vocational education programs of the available curriculum materials in distributive education developed by the various States. The materials have been identified with the instructional titles and codes from the classification system of the Office of Education. These titles and codes link vocational education programs to occupations. Using the codes in this listing relates the curriculum materials to the instructional program. Publications are listed by States in the subject areas for advertising, apparel, automotive, finance, floristry, food, equipment and supplies, and other retail and wholesale trades. Instructions for ordering specific materials from the appropriate State sources are included. (Author/MF)

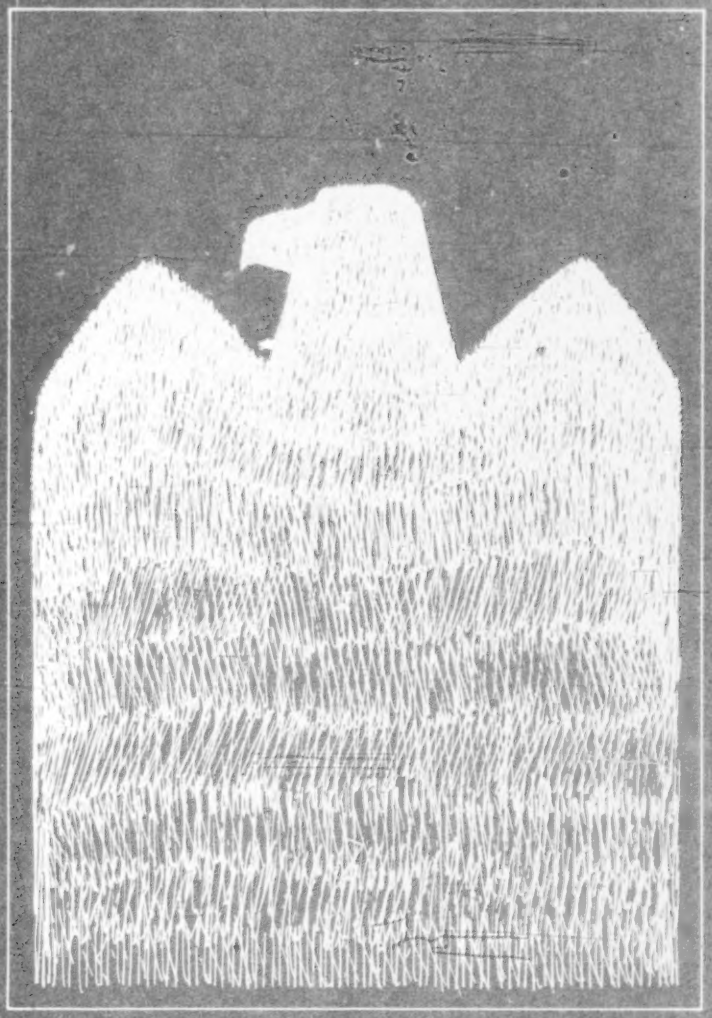
ED 080770

VOCATIONAL EDUCATION

STATE INSTRUCTIONAL MATERIALS

for...

DISTRIBUTIVE EDUCATION



VT 021 225

AILABLE FROM STATE EDUCATION AGENCIES .. 1973

FILMED FROM BEST AVAILABLE COPY

Discrimination Prohibited - Title VI of the Civil Rights Act of 1964 states: "No person in the United States, shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance." Therefore, the Vocational Education program, like all other programs or activities receiving financial assistance from the Department of Health, Education, and Welfare, must be operated in compliance with this law.

The project presented or reported herein was performed pursuant to a contract from the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION
THIS DOCUMENT HAS BEEN REPRO
DUCED EXACTLY AS RECEIVED FROM
THE PERSON OR ORGANIZATION ORIGIN
ATING IT. POINTS OF VIEW OR OPINIONS
STATED DO NOT NECESSARILY REPRE
SENT OFFICIAL NATIONAL INSTITUTE OF
EDUCATION POSITION OR POLICY

VOCATIONAL EDUCATION

STATE INSTRUCTIONAL MATERIALS

for...

DISTRIBUTIVE EDUCATION

AVAILABLE FROM STATE EDUCATION AGENCIES .. 1973

Developed pursuant to contract No. OEC-0-70-4541
with the U.S. Office of Education
by the Texas Education Agency
Department of Occupational Education and Technology
Austin, Texas
and
Printed and disseminated pursuant to grant No. OEG-0-72-4682
with the U.S. Office of Education
by the State Department of Vocational and Technical Education
Curriculum and Instructional Materials Center
Stillwater, Oklahoma

NOTE:
REQUEST FOR SPECIFIC MATERIAL CONTAINED IN THIS ANNOTATED LISTING SHOULD BE SENT TO THE APPROPRIATE STATE SOURCE

Separate publication (annotated listings) are available in the following vocational areas:

State Instructional Materials for Agriculture
State Instructional Materials for Distributive Education
State Instructional Materials for Health Occupations Education
State Instructional Materials for Home Economics
State Instructional Materials for Office Occupations
State Instructional Materials for Technical Education
State Instructional Materials for Trade and Industrial Occupations

The above items are available for purchase from: Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402

For sale by the Superintendent of Documents,
U.S. Government Printing Office,
Washington, D. C. 20402 Price $----

EXPLANATION OF CODING SYSTEM

In recent years it has become apparent that a strong relationship exists between the world of education and the world of work. Emphasis is on the concept that the development of our human resources is vital to the well-being and growth of our society. In order to implement this belief, leaders in all fields have focused their attention on education and especially on vocational education.

This annotated listing of curriculum materials is provided in order to apprise planners, administrators, vocational educators, and others interested in offering or involved in vocational education programs of the available curriculum materials developed by the various States.

The curriculum materials have been identified with the instructional titles and codes from the classification system of the Office of Education. These titles and codes link vocational education programs to occupations. Utilizing the codes in this listing relates the curriculum materials to the instructional program. Seven major vocational education areas are identified in separate listings and coded as follows:

01 Agriculture	09 Home Economics
04 Distributive Education	14 Office Occupations
07 Health Occupations Education	16 Technical Education
17 Trade and Industrial Occupations	

The items are refined to include one or more related subitems as indicated in the following example:

First 2-digit position: subject matter area
Example: 14 OFFICE OCCUPATIONS

Second 2-digit position: principal segment of subject matter
Example: 14.02 BUSINESS DATA PROCESSING SYSTEMS OCCUPATIONS

Third 2-digit position: division of principal segment
Example: 14.0202 PERIPHERAL EQUIPMENT OPERATORS

Fourth 2-digit position: first level detail of division of principal segment
Example: 14.020201 KEY PUNCH AND CODING EQUIPMENT OPERATORS

The coding system is contained in:

U.S. Department of Health, Education, and Welfare, Office of Education. Vocational Education and Occupations (OE-80061). Washington: U.S. Government Printing Office, July 1969.

CONTENTS

		Page
04.01	Advertising Services	1
04.02	Apparel and Accessories	2
04.03	Automotive	7
04.04	Finance and Credit	8
04.05	Floristry	10
04.06	Food Distribution	10
04.07	Food Services	12
04.08	General Merchandise	13
04.09	Hardware, Building Materials, Farm and Garden Supplies and Equipment	20
04.12	Industrial Marketing	23
04.16	Petroleum	24
04.18	Recreation and Tourism	25
04.20	Retail Trade, Other	25
04.31	Wholesale Trade, Other	30
04.99	Distributive Education, Other	31
	Occupational Resource Material	
	Administrator's Resource	51
	Student's Resource	51
	Teacher's Resource	54
	Instructions for Ordering	58

NOTE:
REQUEST FOR SPECIFIC MATERIAL CONTAINED IN THIS ANNOTATED LISTING SHOULD BE SENT TO THE APPROPRIATE STATE SOURCE

04. DISTRIBUTIVE EDUCATION

Publications marked (Cooperative Training) in the title or supportive statement are designed for use in cooperative education programs.

ADVERTISING SERVICES: 04.01

OHIO

Advertising Layout and Copy. Teacher's Guide, 1967, 32 pages, $1.00, Offset.

Content consists of a series of 32 rough layout illustrations to show variations of form that a layout may take. These instructional charts can be made into transparencies to facilitate illustration.

Introduction to Advertising. Teacher's Resource, 1966, 58 pages, $1.50, Offset.

Provides practical student assignment material to assist the teacher in preparing a unit on advertising. The manual is prepared in narrative style rather than as a teaching outline. Eleven topics are presented which include such items as: Psychology of Advertising, Printed Advertising Media, Broadcast Media, Layout and Copywriting, Creativity in Advertising, and others.

Screen Process Printing. Instructor's Guide, 1965, 24 pages, $.75, Offset.

Describes in detail the silk screen printing process. Includes specific details on how to make your own equipment; how to print with screen equipment; and suggestions for uses of finished products. Illustrated. Contains a bibliography and sources of supply.

TEXAS (U.T.)

Advertising. Student's Manual, 1969 (Reprint), 129 pages, $3.00, Offset. (Cooperative Training).

The fundamental principles and practices of advertising that should be understood by D. E. trainees are presented in this manual. Major areas covered include such items as why we advertise, the newspaper as a medium, layout and copywriting,

and other advertising media. Twenty-nine units of instruction are included in the manual.

_____, Answer Book. Teacher's Manual, 1969 (Reprint), 30 pages, $1.50, Offset.

Contains answers to questions and projects given in the 29 assignment units in student's manual.

Sales Promotion. Teacher's Guide, 1966 (Reprint), 126 pages, $4.00, Offset.

The guide was written to help the teacher toward the better presentation of sales promotion in distributive education. The course consists of six units, covering: sales promotion, planning and sales promotion, advertising, newspaper advertising, display, and public relations. A vocabulary list and test suggestions, accompany each unit. The guide has an extensive bibliography. The content is designed for second year distributive education students.

APPAREL AND ACCESSORIES: 04.02

KANSAS

Modern Textiles. Student's Manual, 1966, 174 pages, $3.00, Mimeo.

This is a programmed text that provides self paced learning. Textiles, including weave and characteristics, are covered in specific chapters. Cotton, wool, rayon and other fabrics and fibers are examined in this interesting learning vehicle.

MISSOURI

Shoe Retailing. Student's Guide, 1970, 73 pages, $2.50, Mimeo. (Cooperative Training).

Content includes 19 assignments covering such areas as housekeeping in the shoe store, handling stock, shoe construction, foot health, how to close a sale, and shoe styles and fashions. The content is intended for use in cooperative part-time courses.

_____. Instructor's Manual. 1970, 21 pages, $1.00, Mimeo.

Provides answers to problems and questions in the assignments. Designed to assist the coordinator in assessing the degree of comprehension and learning that has resulted from the instruction given.

TEXAS (U.T.)

Basic Fashion Training. Teacher's Manual, 1969 (Reprint), 82 pages, $3.50, Mimeo.

Each teaching unit contains a bibliography of references to be read by the teacher to get the feel for teaching the material. Current fashion ideas should be utilized using the manual as a guide to approaches to the subject matter. Topics covered include, fashions, fabrics, color, basic figure types and design.

Drug Manuals. Student's Manuals, 1970 (Reprints), $7.50, for Parts I and II. (Cooperative Training).

There are two manuals dealing with drug training. The format followed provides information about a topic and provides one or more assignments for the trainee.

_____. Part I. 202 pages, 17 units, priced above, Offset.

Contains assignments concerning merchandise that students can sell. Units of instruction cover the work of the Pharmacist, selling in a self-service drug store, merchandise information and details about such items as stationery, leather goods, vitamines, hospital ware and others.

_____. Part II. 183 pages, 34 units, priced above, Offset.

This part contains material for fountain training. While the fountain is an integral part of a drug store, it is recommended that student training plans reflect the position that not more than 25 percent of the student's total work experience be given to this activity. Main sections of the manual provide assignments in such areas as cleanliness and sanitation, merchandising, soda fountain management, dispenser techniques and the like.

_____. Instructor's Handbook. Answer Book, 1970 (Reprint), 48 pages, $2.00, Offset.

This is an answer book keyed to the assignments in Parts I and II of the drug manuals. The content is helpful to the teacher-coordinator in evaluating trainee development and understanding.

Jewelry. Student's and Teacher's Manuals, 1967, $30.00 for the Kit*, Offset. (Cooperative Training).

This kit contains six assignment books and a set of references to be used as resource material by the student. There is an answer book for use by the teacher that parallels each student's assignment book.

* The kit contains student's assignment books, teacher's answer books, and required reference books.

_____. The Jewelry Store of Today. Student's Manual, 1967, 127 pages, priced in the Kit, Offset.

Contains 16 assignments with illustrations and information starting with the history of jewelry as an ancient art and moving through career opportunities in the store of tomorrow.

_____. Watches and Clocks. Student's Manual, 1967, 108 pages, priced in the Kit, Offset.

Contains 14 assignments with questions and projects for the student. The projects are designed to provide ample opportunity for the student to apply the information he has learned to situations in the occupation.

_____. Flatware and Holloware. Student's Manual, 1967, 144 pages, priced in the Kit, Offset.

The 19 assignments contained in this student's manual start with the historical development of silver and take the trainee through a well-illustrated series of instructional developments to stainless steel, pewter, antique flatware, and holloware.

_____. Fashion Jewelry. Student's Manual, 1967, 140 pages, priced in the Kit, Offset.

This manual is for those who have an interest in what is called fashion jewelry--a complex business that is conceived with design, production, and distribution of the jewelry of today and tomorrow. There are 23 assignments with illustrations, information, questions, and projects.

_____. Crystal, China, and Glassware. Student's Manual, 1967, 216 pages, priced in the Kit, Offset.

The student or trainee using the manual will find that answering the questions and completing the projects help him lift

out the important information helpful in making a convincing sales presentation. The manual has three main parts that include glassware, dinnerware, and giftware. In all, there are 29 assignments, together with a bibliography and a glossary of terminology.

_____. Precious Gems and Metals. Student's Manual, 1967, 188 pages, priced in the Kit, Offset.

The study of previous jewelry is interwoven with other subjects such as history, mythology, archaeology, chemistry, physics, and metallurgy as well as art, design, and sculpture. The 22 assignments cover these as well as the selling techniques used in this occupational area.

Men's Furnishings. Student's Resource, 1969, 179 pages, $5.00, Offset. (Cooperative Training).

The manual is written for the student-trainee and is a companion to one entitled "Men's Wear." The Men's Furnishings Manual contains 24 assignments covering the selling of the various furnishings men wear. A helpful bibliography is included. An answer book is available for sale for use by the teacher in assessing trainee comprehension.

_____. Answer Book. Teacher's Guide, 1969, 49 pages, $2.50, Offset.

The answer book provides the information needed by the teacher in evaluating student understanding of the course content.

Men's Wear. Student's Manual, 1970, 95 pages, $3.00, Offset. (Cooperative Training).

The manual is geared to selling the newer type men's wear. There are 18 assignments that range from such topics as "Personal Characteristics and Grooming to Tips for Successful Selling." An answer book is available for sale to aid teachers in evaluating student learning.

_____. Answer Book. Teacher's Guide, 1970, 28 pages, $2.50, Offset.

This answer book parallels the student manual and provides answers to questions in the assignments as well as clues to suitable completion of the assigned projects.

Shoes. Student's Manual, 1966, 196 pages, $10.00*, Offset. (Cooperative Training).

The content is a complete development of the occupational area of shoe merchandising. The 53 assignments attest to the comprehensive coverage this publication undertakes. In addition to product information, many aspects of distribution, marketing, and management are treated.

* Included in the kit is the retail shoe sales training manual by the National Retail Merchants Association, a leaflet on turnover and buying, and one on merchandise budgeting and control by the National Shoe Retailers Association.

_____. Answer Book. Teacher's Guide, 1966 (Reprinted 1969), 92 pages, $2.00, Offset.

Contains the answers to questions and the solutions to projects assigned to students. Helpful in determining trainee progress.

Women's Accessories. Student's Manual, 1969, 128 pages, $12.50 for the Kit*, Offset. (Cooperative Training).

This manual was developed to provide individual instruction for high school and junior college students who plan a career in selling women's accessories. Daily on-the-job experiences of the student are to be correlated with the assignments by the teacher-coordinator. There are 35 assignments with questions and projects available to provide evidences of student comprehension of the content presented in the course.

* A student's manual, a teacher's answer book, and several available informational pamphlets dealing with gloves, hosiery, scarfs, and handbags make up the kit.

_____. Answer Book. Teacher's Guide, 1969, 53 pages, priced with the Kit, Offset.

Women's Ready to Wear. Student's Manual, 1970, 167 pages, $6.50, Offset. (Cooperative Training).

The manual is made up of four parts. Included is a section on merchandise information, stockkeeping, selling ready to wear, and fibers and fabrics. It contains 24 assignments which contain information and questions to be completed.

_____. Answer Book. Teacher's Manual, 1970, 53 pages, $2.50, Offset.

Contains material to be used in evaluating learning and development as shown through carrying to completion certain projects and answering prescribed questions in the student's manual.

AUTOMOTIVE: 04.03

TEXAS (U.T.)

Auto Parts Counterman. Student's Manual, 1965, 156 pages, $15.00*, Offset. (Cooperative Training).

The assignments are considered a tool to be used to ease the student's entry into this vital phase of the American distribution system. The manual contains 36 assignments with many helpful illustrations. Each assignment contains a set of questions and projects to be completed. In addition to the teacher's answer book, there are three reference manuals containing information needed by those working in this occupation.

* The kit includes all reference materials, assignments, and an answer book.

_____. Answer Book. Teacher's Guide, 1965, 93 pages, priced with the Kit, Offset.

The answer book is an indispensable part of this kit. The technical nature of the content requires excellent resources for the teacher to adequately help the trainee and fairly evaluate student learning.

Service Station Training Kit. $19.95. (Cooperative Training).

The kit consists of a series of manuals for student's use and several pieces of reference material.

_____. An Introduction to the Service Station. Student's Manual, 1971, 89 pages, priced with the Kit, Offset.

Content deals with the service station business and the future of the service station.

_____. Operation and Maintenance of the Service Station. Student's Manual, 1971, 94 pages, priced with the Kit, Offset.

The manual deals with appearance, housekeeping operating procedures, and safety. The manual is well illustrated and contains questions and projects for the student.

_____. Principal Products Sold in the Service Station. Student's Manual, 1971, 60 pages, priced in the Kit, Offset.

This manual opens with a discussion of gasoline and carries the student through batteries, tires, spark plugs and sundry service station items available for sale.

_____. Selling in the Service Station. Student's Manual, 1971, 98 pages, priced with the Kit, Offset.

The manual contains 19 assignments covering such areas as selling opportunities in service stations, underhood inspection and sales, tire sales and service and many more.

_____. Services Rendered in a Service Station. Student's Manual, 1971, priced with the Kit, Offset.

Contains a series of assignments covering the various services typically rendered in a service station.

FINANCE AND CREDIT: 04.04

FLORIDA

Distributive Education - First Year Series: Unit IV: Organization, Location, and Finance. Teacher's Guide, 1970, 51 pages, $1.50, Offset.

Content of the guide is designed to give the students insights into such areas as the capital required in the organization and operation of a business, and the importance of selecting a correct location. It also helps one to develop an understanding of the various types of internal organization in business. References, audio-visual aids, suggested teaching techniques, and student assignments are included to help the teacher-coordinator make a quality presentation, using the Unit as a basis of instruction.

LOUISIANA

Principles of Credits and Collections. Instructor's Guide, 1967, 50 pages, $2.00, Offset.

This instructor's guide is designed as a ten session, 20 hour extension course for those employed or interested in the credit and collection fields. The guide contains 10 instructional outline units and suggestions to the instructor, pertaining to mercantile and bank credits, credit interview, credit investigation, accepting and declining applicants, credit control, collection procedures and credit sales promotion.

MISSISSIPPI

Credit Collections. Teacher's Guide, 1968, 51 pages, $1.25, Offset.

This is an adult refresher course covering ten topics. There is included an introduction to credit, types of consumer credit, determining credit risks, retail credit bureaus, collection problems and several additional topics. An excellent bibliography and set of transparency-masters completes the publication.

NEW YORK

Investments, Bulletin #109 - A Suggested Adult Distributive Education Course Outline. Instructor's Guide, 1966, 13 pages, $.25, Offset.

The guide is designed for an adult course for those who want to develop an elementary knowledge on how to invest their savings.

OHIO

The Free Enterprise System. Curriculum Guide, 1970, 56 pages, $1.50, Offset.

The content includes the basic information needed to teach a unit on the free enterprise system in America. Masters from which transparencies may be made are included in the manual. The publication is divided into 3 parts: Part I, Basic Concepts; Part II, Some Factors Which Have Modified Pure Capitalism; and, Part III, References and Resource Materials.

TEXAS (U.T.)

Basic Retail Credit. Student's Workbook, 1968, 177 pages, $4.50, Offset. (Cooperative Training).

The workbook consists of a series of assignments to give the student the basic understanding and comprehension needed in retail credit work. Projects at the end of each assignment provide responsibility for the learner to apply the knowledge gained to his field of training. There are 36 assignments that open with "The History of Credit" and close with "A Career in Credit." An answer book for the teacher is available for sale.

_____. Answer Book. Teacher's Guide, 1968, 76 pages, $2.00, Offset.

The answer book makes possible an evaluation of student performance with the 36 assignments contained in the student's workbook.

Retail Credit. Teacher's Guide, 1966 (Reprint), 78 pages, $2.50, Offset.

The content is prepared to provide adequately for the three weeks' teaching time allowed for this second year distributive education course. Teaching outlines and suggestions for the teacher are provided in each unit. Other teaching aids are incorporated into the material as well.

FLORISTRY: 04.05

TEXAS (U.T.)

Floristry. Student's Manual, 1969 (Reprint), 139 pages, $3.50, Offset. (Cooperative Training).

Content is divided into two sections including a set of 43 lesson assignments and an information section that deals with merchandising and flower shop facts.

_____. Answer Book. Teacher's Manual, 1969, 71 pages, $2.50, Offset.

This is a presentation of the answers taken from the trainee's manual and an indication of those answers which the students are to obtain from their training station. The teacher-coordinator will find the format helpful in quickly assessing student comprehension and training.

FOOD DISTRIBUTION: 04.06

NEW YORK

Supermarket Merchandising and Management - An Experimental Course of Study. Instructor's Guide, 1967, 74 pages, $.50, Offset.

The guide is designed as a one-half or full unit high school course covering the career opportunities in the retail food industry. It is an outlined 19-chapter guide to provide for the study of food production, the history of supermarket development, organizational structure, regional store and department management positions, and financing and supervisory development of independent supermarkets. It also contains a bibliography and sources of visual aids.

TEXAS (U.T.)

Food Store Operating Procedures. Teacher's Manuals, 1966 (Second Edition), $5.00, for Parts I and II.

There are two manuals in this management course teaching outline.

_____. Part I. 105 pages, Five Units, priced above, Mimeo.

Content of this manual covers such topics as your store's personality, modernization, self service, let's plan practical layout, good housekeeping helps to spell success.

_____. Part II. 85 pages, Five Units, priced above, Mimeo.

Topics covered include profit from store records, record keeping, credit practices for grocers, grocery advertising, and how to control expenses.

Modern Supermarket Operation. Student's Manual, 1969 (Reprint), 76 pages, $12.50*, Offset. (Cooperative Training).

Knowledge and ability in applying the principles in this manual will help the food store trainee become successful. There are 30 assignments in the manual. Each assignment follows a format that provides the aim of the presentation, readings in the text - Modern Supermarket Operation, a series of questions to be answered, and at least one project to be carried to completion.

* The kit includes all reference materials, assignments, and answer book. This kit is one of 3 in a Set on food store training that sells for $30.00

Food Store Housekeeping. Student's Manual, 1968 (Reprint), 56 pages, priced with the Kit, Offset.

The manual is presented in the hope that a new importance will be attached to the housekeeping function by distributive education students. The manual is divided into two parts including general food store housekeeping and interior housekeeping. There are 18 assignments in the manual.

_____. Answer Book. Teacher's Guide, 1969 (Reprint), 129 pages, priced with the Kit, Offset.

The answer book contains the needed information to assess the learning comprehension of trainees in working with the assignments in the two student manuals included in this kit.

Produce: Care, Preparation and Merchandising for Food Stores. Student's Manual, 1968, 147 pages, $12.50*, Offset. (Cooperative Training).

The manual was developed for the cooperative part-time student employed in food stores. It is divided into five units covering the handling and preparation of all vegetables, the handling and preparation of all fruits, the handling and care of nuts, and produce marketing. There are 41 assignments available.

* The kit includes all reference materials, assignments, and an answer book. Three kits on foods make up a Set that sells for $30.00.

_____. Answer Book. Teacher's Guide, 1968, 97 pages, priced with the Kit, Offset.

This guide provides helpful answers for the teacher-coordinator in dealing with rather technical information about which he may have limited knowledge. The content is needed to assess student learning.

Stocking, Marking and Displaying for Food Stores. Student's Manual, 1970 (Reprint), 66 pages, $12.50*, Offset. (Cooperative Training).

The manual helps D. E. students prepare for a career in a food store. Displaying merchandise is a kind of game between the store and the customer. The customer, it is felt, must be helped by placing the merchandise in his path in a pleasing manner. This manual helps to prove that the techniques of effectual display can be learned.

There are 26 assignments filled with ideas for productive displays to increase sales. Included in the kit is the textbook, Display Ideas for Supermarkets, published by Progressive Grocer Magazine.

* The kit includes all reference materials, assignments, and an answer book. Three kits make up a set selling for $30.00. Other titles in the set are: Modern Supermarket Operation and Produce; Care, Preparation and Merchandising.

_____. Answer Book. Teacher's Guide, 1970 (Reprint), 67 pages, priced with the Kit, Offset.

The answer book provides the teacher with information to ascertain if students comprehend the content presented with each of the 26 assignments. The book is a great time saver freeing the teacher for other creative activities.

FOOD SERVICE: 04.07

TEXAS (U.T.)

Food Service. Student's Manual, 1970, 141 pages, $5.00, Offset. (Cooperative Training).

This manual represents the first attempt to combine the selling and service aspects of D.E. with the trade and technical aspects of industrial education. It consists of four parts dealing with such topics as the importance of food service, duties and re-

sponsibilities in food service, selling food service, and the basics of food preparation.

_____. Answer Book. 1970, 43 pages, $1.50, Offset.

Contains answers to assignment questions and suggests approaches and solution to the projects for the application of principles.

Food Service Selling. Instructor's Manual, 1965 (Reprint), 56 pages, $3.00, Offset.

This manual contains a step-by-step procedure for presenting material dealing with the job knowledge of food salespersons, selling food service, types of services--including breakfast, luncheon and dinner.

Tips on Tips. Student's Manual, 1967, 10 pages, $.25, Offset.

Contains suggestions for waitress trainees who would increase their tips through a suitable customer approach.

GENERAL MERCHANDISE: 04.08

ALABAMA

Stepping up with Distributive Education. Teacher's Manual, 1970, 181 pages, $2.00, Offset.

This manual shows how the project method may be used in the training of youth for employment in the field of distribution. Topics are confined to an investigation into (1) self-appraisal as a step to the world of work and (2) developing essential characteristics for success in a distribution job. The sections of the guide are color coded so that the teacher may easily identify lesson plans, suggested projects, information sheets, audio-visual materials and the like.

FLORIDA

Merchandising-Distributive Education, First Year Series: Unit II. Teacher's Guide, 1970, 147 pages, $1.50, Offset. (Cooperative Training).

Content of the guide provides background material which the teacher-coordinator should present using the most appropriate methods and techniques. Topics developed and supporting aids suggested, include: selling, advertising, display, merchandise planning and stock control, and consumer credit.

This is the second in a series of five units which comprise the first year curriculum of a two-year Distributive Education program beginning at the 11th grade level. It is designed to create an awareness of the basic activities inherent in the merchandising process, to develop a basic skill proficiency in the performance of these activities, and to serve as an instructional guide for the teacher-coordinator.

KANSAS

Sales Related Training. Part I. Student's Manual, 1970, 53 pages, $2.00, Mimeo.

The programmed text covers pricing and stockkeeping. It is designed to be self-pacing so that instruction can be highly individualized.

MISSOURI

Merchandising Group Instruction. Student's Guide, 1965, 41 pages, $2.00, Mimeo. (Cooperative Training).

Contents include the related information in merchandising for cooperative students. There are 11 assignments dealing with such subjects as fundamentals of retailing buying for customer demand, handling incoming merchandise, pricing for profit, keeping records and controlling stock and the like.

_____. Key. Teacher's Guide, 1965, 3 pages, $1.00, Mimeo.

Provides answers helpful in evaluating student performance on group instruction assignments.

Merchandising Individual Study. Student's Guide, 1965, 93 pages, $2.50, Mimeo. (Cooperative Training).

The guide consists of an occupational analysis and a series of 11 assignments. Areas dealt with include fundamentals of retailing, buying, pricing, selling, advertising, record keeping and many more. Also, there is included a training plan and a progress record.

_____. A Key to Questions. Teacher's Guide, 1965, 15 pages, $1.00, Mimeo.

Answers are provided in the key to aid the coordinator in evaluating student development and understanding of the area of merchandising.

Salesmanship Group Instruction. Student's Guide, 1966, 77 pages, $2.00, Mimeo. (Cooperative Training).

The guide provides an analysis of salesmanship and a series of 20 assignments for cooperative education students dealing with such topics as retailing, store policies, merchandise knowledge, customer services, business ethics and the like.

_____. Key. Teacher's Guide, 1966, 8 pages, $1.00, Mimeo.

Provides the answers to questions and problems in the group instruction assignments.

Salesmanship Individual Study. Study Guide, 1966, 146 pages, $1.50, Mimeo. (Cooperative Training).

Designed for individual supervised study of students enrolled in the high school or post-high school level in the cooperative distributive education program. Contains an analysis of salesmanship, 20 assignment sheets, a training plan, and a progress record. References and questions are included.

_____. Instructor's Key, 1966, 31 pages, $.50, Mimeo.

Variety Store Merchandising. Student's Guide, 1967, 137 pages, $2.50, Mimeo. (Cooperative Training).

The guide contains 22 assignments for students in preparatory or cooperative education programs. Topics covered range from household utensils, through china and glassware, to men's, women's and boys' wear.

_____. A Key to Questions. Teacher's Guide, 1967, 25 pages, $1.00, Mimeo.

Contains answers to aid the coordinator in evaluating performance in completing assignments and progression in course work.

NEVADA

Selling Techniques. Teacher's Manual, 1970, 94 pages, Free, Offset.

The booklet explains ways to improve selling techniques. It offers concrete guidelines for the teacher on what to do and points to avoid in direct sales.

NEW YORK

Distribution 1 and 2. Instructor's Guide, 1965 (Revised), 153 pages, $2.00, Offset.

Designed as a two-year high school course, at the junior and senior level in marketing and merchandising of goods and services which leads to occupations in retailing, advertising, financing, wholesaling, storing, transportation, and manufacturing. Distribution 1 consists of 15 outlined chapters with references and film lists; part 2 consists of 12 outlined chapters with references and film list. The publication also contains a source of information list.

Salesmanship - Handbook for Teachers. Teacher's Handbook, 1966, 41 pages, $.25, Offset.

Designed to answer many of the questions regarding the philosophy, objectives, scope, emphasis, and teaching materials considered desirable for a one-half unit course in schools NOT able to offer Distribution 1 and 2.

Suggested Adult Distributive Education Course Outlines (Series of five). Course Outlines, 1966 (Revised), Offset.

Designed as teacher's guides for adult courses in retail business. They are suitable for classes which include supervisors, potential supervisors, and new employees in a retail store or bank.

Bulletin No. 165 -- Retail Organization. 18 pages, $.25.
Bulletin No. 166 -- Sales Promotion. 19 pages, $.25.
Bulletin No. 167 -- Human Relations in Retailing. 15 pages, $.25.
Bulletin No. 168 -- Money Management and Banks. 53 pages, $.50.
Bulletin No. 169 -- Essentials of Merchandising. 18 pages, $.25.

OHIO

Display Made Easy. Teacher's Resource, 1964, 66 pages, $2.00, Offset.

Contains many suggestions helpful in teaching display as part of a course in the Distributive Education field. Sheets are spiral bound for easy removal and use as transparency originals, opaque projections, handout sheets, bulletin board items and the like. The material is programmed to lead the student, capable of self-help, through the basic concepts and elements of display.

Fundamentals of Buying. Teacher's Guide, 1967, 13-page teaching outline plus 36 pages of related material, $1.00, Offset.

The unit on buying for the retail operation contains lesson outlines, handout material, and originals from which transparencies may be made. Under "Buying Fundamentals," are such topics as: buying duties; forming buying policies, determining customer wants; and, how much to buy. The manual contains a "Project on Buying" in which the trainee is given three weeks in which to prepare a plan to strengthen a weak department.

Methods to Detect Shoplifters. (A teaching outline for conducting a short course). Teacher's Guide, 1966, 16 pages, $.50, Mimeo.

This teaching unit illustrates preventive measures, factors inducing shoplifting, tools used, types of shoplifters, and reasons why stores have shoplifting problems. The role of the salesperson in preventive measures and laws dealing with shoplifters are included in the manual. A bibliography of seven pertinent items and a brief relevant supplemental material section completes the publication.

Modern Sales Techniques. Teacher's Guide, 1969, 23 pages plus 7 insert sheets, $1.50, Mimeo.

Content is keyed to ten hours of instruction that provides five 2-hour sessions. New merchandising trends and more pleasant customer contacts are covered. The outline takes the instructor and students through the five selling steps in a well-organized approach to retailing.

Screen Process Printing. Teacher's Manual, 1964, 24 pages, $1.00, Offset.

Specific details are supplied in this manual on how to make the needed silk screen equipment, and how to print, using the equipment. Besides being well illustrated and written in the language of the layman, the booklet offers suggested uses for the finished products. Material reproduced by the process can serve in the classroom, in public relations activity, in club work, and in many other ways.

PUERTO RICO

Information About Merchandise. Student's Manual (In Spanish), 1969, 130 pages, Free, Offset. (Cooperative Training).

Contains nine units of instruction with information about merchandise. There is a series of questions and projects providing student assignments to cover each of the nine units.

TEXAS (U.T.)

Basic Sales Techniques. Student's Manual, 1970, 90 pages, $3.50, Offset. (Cooperative Training).

The manual has been prepared for use by cooperative education trainees. It utilizes the currently popular behavioral objective approach in outlining what the student is to gain from working the assignment. There are 22 assignments included in the publication with a set of questions on merchandising and some project material in each assignment.

_____. Answer Book. 1970, 34 pages, $2.00, Offset.

Contains the needed information for the teacher-coordinator to accurately evaluate the extent of learning and comprehension.

Basic Selling. Teacher's Guide, 1968, 194 pages, $4.00, Offset.

Content is designed to assist the teacher in transmitting to students information to modify attitudes and develop needed skills. There are six units that encompass: Selling--What's In It for Me; Prepare Yourself to Sell; Study the Merchandise; Consider Selling from Both Sides of the Counter; and, Sell. Level of content: First year basic instruction.

Fibers and Fabrics. Student's Workbook, 1967, 288 pages, $5.50, Offset. (Cooperative Training).

This instructional manual and workbook uses the generic names of fibers to provide instruction for high school and junior college distributive education students. In addition to an introduction covering five assignments, the manual contains a section entitled, "From Fiber to Finished Product." Another section is entitled, "Natural Fibers" and there is a section on "Man-made Fibers." Helpful as well, is a section containing a glossary of fabric names.

_____. Answer Book. Teacher's Guide, 1967, 100 pages, $3.00, Offset.

The answer book provides the needed information to assess student performance in the 51 assignments contained in the student workbook.

Let's Analyze and Sell. Instructor's Manual, 1968 (Reprint), 57 pages, $2.75, Offset.

The manual presents material for the smooth handling of five training sessions. The material centers around the salesperson--as an analyst of himself, an analyst of job information, an analyst of customers, an analyst of a sale, and an analyst of sales.

Principles of Merchandise Display. Student's Manual, 1970 (Reprint), 161 pages, $3.00, Offset. (Cooperative Training).

This manual is written for the beginner in the field of display. There are seven main sections containing much well-illustrated information on such topics as elements of effective display, principles of balance and proportion, construction of window background and fixtures, and department and drug store displays.

_____. Workbook. Student's Workbook, 1969 (Reprint), 63 pages, $1.25, Offset.

The assignments have been designed to provide a practical means of applying knowledge gained from the study of the manual on principles. There are 44 units in the workbook. Each assignment contains questions and, where practical, projects for the trainee to complete.

_____. Answer Book. Teacher's Manual, 1970 (Reprint), 47 pages, $1.25, Offset.

Contents include answers to questions. Solutions to projects assigned students are not included in this booklet.

Receiving, Checking, and Marking. Student's Manual, 1969, 82 pages, $3.00, Offset. (Cooperative Training).

The manual contains the most advantageous techniques available in the area of receiving, checking, and marking. There are 22 assignments dealing with such topics as receiving, safeguards, marking, distribution, corrections, and the employment outlook in this area of distribution. An answer book is available for sale to teacher-coordinators.

_____. Answer Book. Teacher's Guide, 1969, 36 pages, $1.50, Offset.

The content provides the teacher with the needed resource to assess student performance, including projects and responses to questions in the 22 assignments.

Selling People. Teacher's Guide, 1969, 76 pages, $3.50, Offset.

This manual was developed to supply depth to the study of Selling. Emphasis is placed on human behavior. The content covers six sessions which include: Selling--What It Is, Does, and Offers; Demonstration of Feature-Benefit Analysis; Understand Yourself and Other People, Too; Psychology of Selling, Parts I and II; and, Consumer Motivation.

Tell It Well (To Sell It Well). Instructor's Manual, 1967 (Reprint), 126 pages, $3.50, Offset.

Content is set up for five 2-hour sessions covering such topics as be yourself (but change), in the know about the customer, what we talk about (and how), how we tell them, and the better you tell the more you sell. Visual aids and suggested flannel board presentations are included in the manual.

HARDWARE, BUILDING MATERIALS, FARM AND GARDEN SUPPLIES AND EQUIPMENT: 04.09

MISSOURI

Hardware Retailing. Student's Guide, 1965, 196 pages, $2.50, Mimeo. (Cooperative Training).

The guide contains the occupational information for teaching hardware retailing on an individual basis in a cooperative part-time program. It contains 23 assignments ranging from salesmanship, management, and merchandising, to areas of retailing, such as sporting goods, housewares and plumbing and building materials.

_____. A Key to Questions. Teacher's Guide, 1965, 41 pages, $1.00, Mimeo.

The answer sheets have been prepared for the coordinator's convenience in promptly scoring assignment sheets.

TEXAS (U.T.)

Farm, Home, and Garden Supplies. Student's Manual, 1969, 210 pages, $7.50, Offset. (Cooperative Training).

The manual contains 44 assignments which cover such broad areas as animal feeds, fertilizers and soil amendments, chemicals, seed and vegetative propagation. It is prepared for use at the Junior College level and contains a wealth of information about modern day feed and farm supply stores that provide services to farmers, ranchers, and home gardners.

_____. Answer Book. Teacher's Manual, 1969, 85 pages, $2.00, Offset.

Contains the questions and the answers to the 44 assignments in the student's manual. Suggestions are also included concerning accurate working out of the projects included in the assignments.

Hardware Kit. 1966, $25.00, Offset. (Cooperative Training).

The kit consists of four assignment books and 16 advanced selling booklets from the National Retail Hardware Association. There is a teacher's Answer Book that accompanies the kit. Individual assignment books shown below are not priced separately and are only available as part of the packaged kit.

_____. Assignment Manual I. Student's Manual, 129 pages, priced with the Kit.

Contains 50 assignments covering such broad areas as builders' hardware, hand tools, power tools, electrical supplies, plumbing supplies, and paints and wallpaper.

_____. Assignment Manual II. Student's Manual, 84 pages, priced with the Kit.

Contains 37 assignments covering topics such as housewares, electrical housewares and gifts, cleaning and laundry supplies, lawn, farm and garden.

_____. Assignment Manual III. Student's Manual, 33 pages, priced with the Kit.

Provides 15 assignments divided between sporting goods and atheletic equipment and toys.

_____. Assignment Manual IV. Student's Manual, 74 pages, priced with the Kit.

Makes available 33 assignments dealing with selling, merchandising, promotion and advertising.

_____. Answer Book. Teacher's Manual, 336 pages, priced with the Kit.

Contains the answers and suggested solutions to the projects covered in the assignments. Helpful to the teacher-coordinator in evaluating responses to many technical questions.

Lumber and Building Materials Kit. Student's and Teacher's Manuals, 1970 (Reprint), $8.75 for the Kit, Offset. (Cooperative Training).

The kit consists of three manuals. There are Parts I and II containing information about lumber and building materials, and an assignment book. There is available an answer book paralleling the assignments priced as a separate item.

_____. Part I. Student's-Teacher's Manual, 1970, 121 pages, priced in the Kit, Offset.

The manual was written to provide individual instruction for distributive education students who receive their training in builders' supply firms and lumber yards. Content covers such broad areas as lumber, plywood, blueprints, terms and lumber abbreviations.

_____. Part II. Student's-Teacher's Manual, 1970, 139 pages, priced in the Kit, Offset.

This manual contains information about such topics as metal building materials, windows, doors and millwork, hardware, glass, floor coverings, roofing, plaster, clay products and many more.

_____. Assignments. Student's Manual, 1970, 71 pages, priced in the Kit, Offset.

The manual contains 71 lesson assignments. There are questions to be answered and some assigned tasks to be carried to completion by the trainee.

_____. Answer Book. Teacher's Manual, 1970, 127 pages, $3.75, Offset.

Contains answers to the 71 student's assignments and aids the teacher-coordinator in evaluating accurately the work of the trainee.

Paint and Wallpaper. Student's Manual, 1970 (Reprint), 134 pages, $4.00, Offset. (Cooperative Training).

The manual was developed to provide specific information and selling know-how for trainees in the paint and wallpaper business. It is divided into an assignment section and an information section. There are 34 assignments covering a broad range of topics in the paint and wallpaper areas. The information section is well illustrated.

_____. Answer Book. Teacher's Manual, 1968 (Reprint), 57 pages, $1.50, Offset.

The purposes of this book are: (1) to present answers to questions based on the information presented and (2) to indicate those answers that should be obtained by the student from the training station.

INDUSTRIAL MARKETING: 04.12

FLORIDA

Marketing in our Economy-Distributive Education, First Year Series: Unit III. Teacher's Guide, 1970, 58 pages, $1.50, Offset. (Cooperative Training).

This is the third in a series of five units which comprise the first year curriculum of a two-year Distributive Education program beginning at the 11th grade level. It is designed to develop an understanding of the basic economic principles and activities as they relate to and provide the basis for marketing in our economy, to develop a basic skill proficiency in the performance of the marketing functions, and to serve as an instructional guide for the teacher-coordinator.

The six-week unit includes the development of basic skills in the performance of the marketing function. Content is divided into two categories: Economics and Marketing.

Marketing Management-Distributive Education, First Year Series: Unit V. Teacher's Guide, 1970, 42 pages, $1.50, Offset. (Cooperative Training).

In addition to the content which covers several economic areas of management, some specific areas of responsibility in marketing are covered by this guide. Suggested teaching techniques, references and audio-visuals are also included for use by the teacher-coordinator presenting the Units of Instruction.

This unit is the last in a series of five units which comprise the first year curriculum of a two-year Distributive Education program beginning at the 11th grade level. It is designed to introduce the student to the broad field of marketing management, to create an awareness of the responsibilities inherent

in the management marketing activities, to acquaint the student with several of the alternative decisions to be determined by marketing management, and to provide an insight into career opportunities available in this field.

TEXAS (U.T.)

Marketing in our Economy. Teacher's Guide, 1966 (Reprint), 137 pages, $4.50, Offset.

This guide uses the two-column approach providing a teaching outline in one column and suggestions to the teacher in the other. Included as well are many suggested techniques for presenting the material interestingly. There is a helpful vocabulary of words at the end of each unit. Other devices are employed throughout the guide to assist the teacher. Topical areas covered include such items as economics, marketing, distribution, research, and career opportunities in American marketing. The content is prepared for second year distributive education students.

UTAH

Business and Marketing Education Guide. Curriculum Guide, 1966, 173 pages, $1.50, Offset.

Prepared to fill the need for a more definitive statement as to grade level emphasis, objectives, teaching aids and projects, course content, and the like. The guide is divided into two parts: the first part contains seven outlined business education courses; the second part contains seven marketing education course outlines. A bibliography is also included in this guide.

PETROLEUM: 04.16

NEW YORK

Service Station Merchandising and Management - An Experimental Course of Study. Instructor's Guide, 1967, 87 pages, $1.50, Offset.

The guide is for a course covering the sales and management ability as prime requisites for success in the service station business. It is designed to be a one-half or full-time high school course in the distributive education program. The guide contains a 21-chapter outline together with a bibliography and visual aid source.

RECREATION AND TOURISM: 04.18

TEXAS (U.T.)

Sporting Goods. Student's Manual, 1967 (Reprint), 74 pages, $2.00, Offset. (Cooperative Training).

Content is divided into a series of 35 assignments including questions and projects and information sheets dealing with such areas as fishing, golf, baseball, archery and guns and ammunition.

RETAIL TRADE, OTHER: 04.20

KANSAS

Credit and Collections. Student's Manual, 1968, 94 pages, $3.00, Offset.

This programmed text has been developed for credit grantors where limited information is available regarding the credit applicant. Topics covered include among others, consumer credit, the five basic credit plans, the credit interview, collection policy and the collection agency and rehabilitation.

Record Keeping. Student's Manual, 1966, 163 pages, $4.00, Offset.

A programmed text providing a step-by-step procedure for understanding record keeping. Records of expenses, contributions and deductions, keeping records of furniture, fixtures, equipment and buildings are also explained in detail in the text.

Show Card Lettering and Layout. Student's Manual, 1968, 32 pages, $2.50, Offset.

The text, divided into three parts, covers such items as balance and layout of cards, basic lettering systems, and lettering of cards and posters.

LOUISIANA

Advanced Sales Techniques. Instructor's Guide, 1967, 91 pages, $2.00, Offset.

Designed primarily as an adult teaching aid, but may be used at the post-secondary level. This guide contains general suggestions, an introduction, 25 outlined instructional units and a bibliography.

Retail Security Clinic. Teacher's Guide, 1968, 94 pages, $2.00, Offset.

This guide has been prepared to aid the instructor in presenting the problem, its effects, and the methods of detecting and controlling shrinkage. It will acquaint the participants with the seriousness of the problem and define their role in prevention. Topics covered include the problem of shoplifting, detecting patterns of dishonesty, methods of controlling shoplifting, shoplifting laws and procedures of apprehension, shrinkage control and others.

MISSOURI

Salesmanship Group Instruction. Study Guide, 1966, 77 pages, $1.50, Mimeo. (Cooperative Training).

Designed for group instruction to students enrolled in preparatory distributive education programs. Contains an analysis of salesmanship, 20 assignment sheets, a training plan, and a progress record. References and questions are included.

_____. Instructor's Key, 1966, 8 pages, Free, Mimeo.

Salesmanship Individual Study. Student's Guide, 1966, 146 pages, $2.50, Mimeo. (Cooperative Training).

Contents include an analysis of salesmanship and a series of 20 assignments. The material covers retailing, merchandise knowledge, advertising, selling through media, careers in selling and the like.

_____. A Key to Questions. Teacher's Guide, 1966, 31 pages, $1.00, Mimeo.

Provides answers to questions and problems prepared for students in cooperative education. Developed for use by the cocordinator, the key speeds up the evaluation process.

NEW YORK

Small Business Management. Part I. Curriculum Handbook, 1968, 69 pages, $.50, Offset.

Contains six lessons designed for a 2-hour class session with each to be taught by an expert on the subject under discussion. Covered by the sessions are such topics as reasons for success, sources of money, recordkeeping, marketing and selling, advertising, and credit and collections.

_____. Part II. Curriculum Handbook, 1968, 96 pages, $.50, Offset.

The course is intended primarily for those who aspire to own and operate their own business. Content includes such items as budgeting, taxation, business insurance, employee and public relations, store location and layout, and sources of assistance and information.

OHIO

Know Your Training Station. Student's Resource, 1966, 16 pages, $.10, Offset. (Cooperative Training).

A workbook for trainees prepared to acquaint them with the rules and regulations governing job conduct and performance. The content supplements orientation activities of the coordinator and the employer. It provides the student with a ready reference during the beginning and early days of employment when confusion may cost the individual his job. Presents many opportunities for the trainee to gather information for himself, discuss it with the coordinator, and build his own reference file on the work situation.

Transparency Originals II. Teacher's Resource, 1968, 47 pages, $1.00, Offset.

This set of original drawings from which transparencies can be made covers such topics as Business Organization and Business Location. In addition, there is a section dealing with Personal Budgeting and the Fundamentals of Buying. The publication contains no presentation other than the messages contained on the various "Masters" or originals from which visual materials may be developed.

SOUTH CAROLINA

The Downtown Teacher. Teacher's Manual, 1970, $.25, 12 pages, Printed. (Cooperative Training).

This handbook has been prepared for the use of the teacher-coordinator in contacting and orienting the sponsor of distributive cooperative education trainees. The program is explained in detail, yet the concise style makes it quick reading. It is intended that the booklet be left with the employer or potential sponsor for reference purposes.

TEXAS (U.T.)

Appliance Sales Training-Answer Book. Teacher's Manual, 1970, 276 pages, $7.00, Offset. (Cooperative Training).

Contains the answers to questions and problems which follow the information presented in each assignment. There is also helpful information in this manual for assessing the student's understanding of the assigned projects. This publication

brings together in one place answers to the appliance sales training assignments in the eight volumes entitled: Cooling and Heating Equipment, Dishwashers and Disposers, Home Entertainment Equipment, Home Laundry Equipment, Ranges and Cooking Units, Refrigerators and Freezers, Small Electrical Appliances, and Selling and Management in Appliance Retailing.

This answer book prepared for the Teacher's use is one of nine items in a kit available at $45.00.

Cooling and Heating Equipment. Student's Manual, 1970, 90 pages, $5.00, Offset. (Cooperative Training).

The manual is designed to develop well-informed appliance salesmen. This means they must learn about such things as equipment, models, capacities, requirements, and expected performance ratings. The publication is made up of 17 assignments covering cooling equipment, air conditioners, heat pumps, humidifiers, gas and electric heating equipment.

Dishwashers and Disposers. Student's Manual, 1970, 92 pages, $5.00, Offset. (Cooperative Training).

The content is designed to develop an effective salesman who knows his products--not only what they can do, but what they should not be expected to do and why. There are eight assignments dealing with dishwashers and four that cover disposers. A bibliography provides supplemental information sources such as b(ks, reports, magazine articles, and trade materials.

Home Entertainment Equipment. Student's Manual, 1970, 96 pages, $7.00, Offset. (Cooperative Training).

The content consists of 11 assignments backed up by a great deal of related information about sound and television equipment. Much of the material is highly technical, but it is very important to the salesperson, and of greater than average interest to high school youth. Some young people could bring to this field considerable first-hand information through their ownership of tape recorder systems, color television, stereo and high-fidelity sound equipment.

Home Laundry Equipment. Student's Manual, 1970, 132 pages, $7.00, Offset. (Cooperative Training).

The use of detergents, bleaches, softeners, finishes and the like has made home laundry a science. A knowledge of scientific home laundry procedures is vital and advantageous to the laundry equipment salesperson. The manual consists of 16 assignments with ample scientific information to challenge the student of this important household equipment area.

Newspaper Circulation. Student's Resource, 1966, 219 pages, $4.00, Offset. (Cooperative Training).

One use of this resource is as a reference in Distributive Education classrooms where instruction is given those training for a career in newspaper circulation management. The combination of on-the-job training, coupled with valid classroom instruction, tends to assure a better newspaper employee. Topics covered in the five-part publication are: Introduction to Newspaper Circulation Work; Circulation Operation Procedure; The Newspaper Carrier - His Responsibilities and Training; Duties and Training of Supervisory Personnel; and Country Circulation.

_____. Answer Book. Teacher's Guide, 1966, 58 pages, $2.00, Offset.

The guide contains both questions and answers suitable for use in making assignments. Projects are described and answers are given to help the teachers to assess student comprehension.

Ranges and Cooking Units. Student's Manual, 1970, 107 pages, $6.00, Offset. (Cooperative Training).

Interestingly enough, this manual basically contains valuable merchandise information. It also presents a method of selling ranges by first learning what the range will do, how it will perform, and how it can save time and labor. There are 11 assignments in this publication varying from features that sell ranges to the qualities of good cooking utensils. The manual is one in a series of eight, together with a teacher's answer book, that make up a kit of appliance sales training materials available at $45.00.

Refrigerators and Freezers. Student's Manual, 1970, 87 pages, $5.00, Offset. (Cooperative Training).

This manual is written for the trainee, and it is presented from the standpoint of product information which, when wisely injected into the sales presentation, provides the salesman and the customer alike with mutual satisfaction. In addition to cabinet design and construction, the 13 assignments present helpful technical knowledge about electro-mechanical refrigeration systems and the gas-absorption refrigeration system. The closing assignment entitled, "Dramatize to Sell" stresses a number of features that the salesperson should thoroughly understand to convincingly dramatize his sales presentation.

Selling and Management in Appliance Retailing. Student's Manual, 1970, 122 pages, $6.00, Offset. (Cooperative Training).

The manual is one of a group marketed as an Appliance Sales Training Kit. The eight-item kit and answer book sells for $45.00. However, each manual is individually priced.

This manual, Selling and Management, recognizes the decision-making role of the appliance store manager. It contains 18 assignments; 11 of these deal with selling and 7 cover the management function in retailing.

Small Electric Appliances. Student's Manual, 1970, 97 pages, $6.00, Offset. (Cooperative Training).

Pertinent product information given to the customer by the informed salesperson is one answer to the question of price. This manual provides information on the use, care, and features of small appliances which should be emphasized when selling. There are 18 assignments with information covering such appliances as food mixers and blenders, toasters, roasters, broilers, coffee makers, and irons.

Stockkeeping. Student's Workbook, 1969, 145 pages, $5.00, Offset. (Cooperative Training).

The workbook has been prepared for high school and junior college students who will have stockkeeping as one of their major duties assigned by an employer. There are 22 assignments that start with "The Organization of Distribution," and cover such other items as control, stockroom arrangement, and close with "Stockkeeping Duties." There is available for sale to the teacher an answer book.

_____. Answer Book. Teacher's Guide, 1969, 47 pages, $2.00, Offset.

The guide provides the teacher with the needed information to quickly evaluate student performance in the 22 assignments in the student's workbook.

WHOLESALE TRADE, OTHER: 04.31

OHIO

A Post-High School Cooperative Distributive Education Program in the Wholesaling Field, Manual #1: Organizing and Conducting a Program. Teacher's Manual, 1965, 52 pages, $1.50 Offset.

Contains information about how to organize and operate a two-year post-high school distributive education program for persons seeking a career in the field of wholesaling. For use as reference for school administrators, supervisors, coordinators, and teachers. Discusses objectives for the Wholesaling Program, Advisory Committees, Administration, Staff, Promotion, Classroom Instruction, Instruction on the Job, and Student Evaluation. Includes a bibliography.

A Post-High School Cooperative Distributive Education Program in the Wholesaling Field, Manual #2: Curriculum for a Program. Teacher's Manual, 1965, 47 pages, $1.50, Offset.

Contains a guide for planning course for a two-year post-high school distributive education program for persons seeking a career in the field of wholesaling. For use as reference for school administrators, supervisors, coordinators and teachers. Describes curriculum content with specific subject areas detailed for first-year and second-year Wholesale students. Each course plan includes objectives, topic outlines, methods and techniques for presentation. Contains a bibliography.

DISTRIBUTIVE EDUCATION, OTHER: 04.99

ALABAMA

Distribution for Young Workers. Teacher's Guide, 1969, 247 pages, $5.00, Offset.

The declared purpose of this guide is to give the teacher-coordinator a design for implementation in the first year of the cooperative program. Five major categories of instruction are included; they are: marketing, product and/or service technology, social skills, basic skills and distribution in the economy. The course is based upon 180 hours of teaching. There is a bibliography at the end of each unit.

High School Course of Study in Vocational Trade and Industrial Education and Distributive Education - Volume IV. Teacher's Guide, 1964, 272 pages, Free, Offset. (Cooperative Training).

Section II of this guide describes the distributive education program including both the cooperative and non-cooperative plans. Curriculum outlines are included for 22 occupational fields. Other information is included pertinent to the organization and operation of the program at the local level.

ARKANSAS

Distributive Education Official Handbook. Teacher's Guide, 1970, 149 pages, $1.50, Offset. (Cooperative Training).

The handbook describes the functions, duties, and responsibilities of the teacher-coordinator of Distributive Education. Treated in the publication are such topics as program policies, advisory committees, suggested course outlines, training for the handicapped and disadvantaged, student placement, and supervision, evaluation, and many more.

FLORIDA

The Cooperative Plan for Distributive Education in Florida's High Schools - Bulletin #74H-8. Coordinator's Guide, 1970 (Revised), 104 pages, Free, Offset. (Cooperative Training).

The publication has been developed to assist administrators, supervisors, and teacher-coordinators in establishing and operating cooperative distributive education programs in Florida High Schools. Content is organized under six broad headings:

Philosophy and Objectives
Teacher-Coordinator
Organization and Operation
Curriculum Planning
Evaluation and an Appendix

The appendix referring to surveys, work agreements, and the like is also included.

Distributive Education Programs in Florida's Junior Colleges - Bulletin #74H-7. Supervisor's Guide, 1967, 55 pages, Free, Offset. (Cooperative Training).

The guide is offered to assist junior college presidents, department heads, and teacher-coordinators in the organization, operation, and administration of distributive education programs in the junior colleges.

Organization, Location, and Finance-Distributive Education, First Year Series: Unit IV. Teacher's Guide, 1970, 55 pages, $1.50, Offset. (Cooperative Training).

This is part of a two-year Distributive Educatior program beginning at the 11th grade level. It is designed to acquaint the student with the various types of business ownership, to develop an understanding of the meaning, importance and types of internal organization, to develop an understanding of the importance in selecting the right location for a business, to create an awareness of the various types of capital requirements in the organization and operation of a business, and to acquaint the student with the sources of capital available for meeting these needs.

Organization and Operation of Distributive Education Programs for Adults - Bulletin #74H-9. Supervisor's Guide, 1969 (Revised), 78 pages, Free, Offset.

The guide has been developed to assist county superintendents, local directors of vocational education, local coordinators, and supervisors in the organization, development, and supervision of distributive education programs for adults. It also contains a bibliography.

Orientation-Distributive Education, First Year Series: Unit I. Teacher's Guide, 1969, 95 pages, $1.50, Offset. (Cooperative Training).

This unit is the first in a series of five units which comprise the first year curriculum of a two-year Distributive Education program beginning at the 11th grade level. It is designed to acquaint the student with the Distributive Education program and to serve as a guide for the teacher-coordinator inpreparing the student for his initial entrance into the business world. See also: Unit II, Merchandising; Unit III, Marketing; Unit IV, Organization, Location, and Finance; Unit V, Marketing-Management.

The Project Plan for Distributive Education in Florida High Schools - Bulletin #74H-6. Supervisor's Guide, 1967, 64 pages, Free, Offset.

The guide has been prepared to assist administrators and distributive education personnel in establishing and operating project plans in distributive education in Florida High Schools. The project plan involves regularly scheduled series of individually-designed learning activities in order to apply theory in practice while developing necessary competencies.

IDAHO

Distributive Education's Place in the Business World - Voc. Ed. #100. Guide, 1964, 23 pages, Free, Offset.

Contains suggestions for organizing and operating programs of distributive education at the secondary and adult education levels.

INDIANA

Coordinator's Manual for General Related Studies for Diversified Cooperative Education Students in Indiana. Coordinator's Manual, 1964, 93 pages, $1.00, Offset. (Cooperative Training).

This manual has been developed as a companion booklet for the Indiana General Related Study Guide. Its purpose is to ease the scoring task confronting the coordinator as well as providing considerable information to enhance the related classroom content. It contains 17 assignment sheets with keys to study questions, references, and other suggested teaching aids.

KANSAS

How to Train an Employee. Student's Manual, 1969, 36 pages, $4.00, Offset.

Content includes four chapters dealing with such topics as preparing yourself for training, how to train, case study, and applying training techniques. The material is programmed and is self-pacing.

Human Relations. Student's Manual, 1967, 103 pages, $4.00, Offset.

Contains a method of problem solving to be used in human relations situations. The content is programmed providing the learner with the opportunity to progress at his own learning pace. The pattern involved in the problem-solving has application in any kind of business or industry situation.

Introduction to Distributive Education. Student's Manual, 1968, 55 pages, $2.50, Mimeo.

The manual is intended to serve students at the junior high school, or high school level. It covers marketing and distribution. There are ten chapters dealing with such areas as grooming, human relations on the job, success factors, advantages of a distributive education program and the like.

LOUISIANA

Coordinator's Handbook for Distributive Education in Louisiana. 1970 (Revision), 198 pages, $2.00, Offset. (Cooperative Training).

This handbook was designed specifically for local distributive education coordinators in the State of Louisiana. It is intended as a single reference source to provide local coordinators with the knowledge, methods, and techniques of the State departments distributive education program. The book consists of three sections: (1) Distributive Education and its Place in Louisiana Vocational Education; (2) Cooperative Distributive Education; (3) Adult Distributive Education. It also contains a Distributive Education classroom layout, various forms, a glossary, and a bibliography.

Evaluation of Your Cooperative Distributive Education Program - Bulletin #1070. Evaluation Guide, 1966, 18 pages, $2.00, Offset. (Cooperative Training).

The guide is an evaluative device to assist administrators and distributive education coordinators to assess their programs.

It contains criteria for evaluating physical facilities, selection and placement of students, cooperative training stations, coordination, use of records, professional attitudes, and public relations.

Tour Guide Training - Adult Series. Conference Leader's Guide, 1967, 110 pages, $2.00, Offset.

Developed for adult programs to assist the trainee acquire or reinforce the skills, attitudes, and knowledge necessary for tour guide job competency. This guide contains an introduction, 13 outlined instruction units, and a bibliography. The first 5 units relate to general information; units 6 through 13 relate specifically to the city of New Orleans and environs.

MISSOURI

Management Group Instruction. Student's Guide, 1967, 47 pages, $2.00, Mimeo. (Cooperative Training).

This guide in cooperative and preparatory distributive education contains 14 assignments designed for group teaching. Content deals with proprietorships, partnerships, corporations, buying, pricing, employer-employee relationships, career planning and many additional topics.

_____. Key. Teacher's Guide, 1967, 2 pages, $1.00, Mimeo.

Provides answers helpful in evaluating student performance on group instruction assignments.

Management Individual Instruction. Student's Guide, 1967, 78 pages, $2.50, Mimeo. (Cooperative Training).

Contains 14 assignments starting with business organization, proprietorship, and partnerships, continues through marketing management, production management, and closes with career planning.

_____. A Key to Questions. Teacher's Guide, 1967, 15 pages, Mimeo.

Provides answers for use by the coordinator in evaluating student's understanding and progress.

Management Individual Study. Study Guide, 1967, 84 pages, $1.50, Mimeo. (Cooperative Training).

Designed for individual supervised study covering the related information taught in preparatory and cooperative distributive education programs. Contains an analysis of management, 14 assignment sheets, a training plan and a progress record. References and questions are included.

_____. Instructor's Key. 1967, 15 pages, $.50, Mimeo.

NEVADA

Selected Method of Instruction in Distributive Education. Instructor's Guide, 1967, 67 pages, Free, Mimeo.

The guide is designed to assist instructors in teaching courses in distributive education. It contains information on community resources; teaching techniques, utilizing case studies, role playing, brainstorming, visual aids, and the like.

Selling Techniques. Student's Guide, 1970, 94 pages, Free, Offset.

Contains 15 units dealing with most aspects of selling. The guide opens with a definition of selling in Unit I and continues through motivational research to the do's and don't's of successful salesmanship.

NEW JERSEY

Assisting Business in Disadvantaged Areas. Coordinator's Manual, 1970, 28 pages, $.50, Offset. (Cooperative Training).

Various ways are presented in which the D. E. Coordinator with the help of students and DECA can aid small businesses in ghetto areas. The manual also shows ways in which ghetto areas can become learning laboratories for D.E. students.

Distributive Education for the Disadvantaged. Teacher's Manual, 1970, 35 pages, $.50, Offset.

Contains 10 projects to be undertaken by the disadvantaged D. E. student. The psychological objectives as well as the D. E. objectives are covered in the text. A more positive self-image and other outcomes should result from instituting the course. A supplemental project that involved making a community survey to determine the need for adult D.E. training is also included.

Guidelines for Post-Secondary Distributive Education. Guidelines, 1969, 19 pages, $.50, Offset.

Contains suggestions for the organization of several curriculum patterns and the implementation of these patterns in preparing students for mid-management careers. Topics include such material as the role of the community college, mid-management career programs, transfer programs, teacher aide programs and several others.

Introduction to Vocations - Distributive Education Unit. Teacher's Manual, 1970, 30 pages, $.50, Offset.

Contains a course outline covering a 3-week course to introduce students to various career possibilities in distribution. Fifteen lesson plans are included which contain films, demonstrations, field trips, guest lecturers and other class activities.

An Orientation Course of Study in Data Processing for D.E. Students. Student's Manual, 1970, 60 pages, $.50, Offset.

Introduces the D.E. student to the basic concepts of electonic data processing and to the value of electronic data processing to distribution.

Suggested DECA Projects for Inner City Schools of New Jersey. Teacher's Manual, 1970, 18 pages, $.50, Offset.

Five types of projects that disadvantaged inner city DECA members can undertake are outlined in the manual. Projects include an in-school service project, assistance to local business men to improve their relationships, encouraging inner city residents to operate their own businesses and some others.

A Tenth Grade Curriculum for Distributive Education. Curriculum Guide, 1970, 41 pages, $.50, Offset.

This outline covers such areas as orientation, DECA, communication, personality, good grooming, distributive occupation, job application, and interviews. Sample personality tests are included and a self-inventory on grooming along with a sample job application form complete the booklet.

OHIO

Advisory Committees - Manual #3. Guide, 1964, 29 pages, $1.50, Offset. (Cooperative Training).

For reference use of coordinators and teachers. Content includes types of advisory committees, committee composition, organization of committee, committee meetings, advisory committee role and function, and evaluation. Contains a bibliography.

Bulletin Boards for Distributive Education. Teacher's Resource, 1970, 49 pages, $2.00, Offset.

Contains bulletin board layouts for Distributive Education. A helpful introduction explains why bulletin boards are needed, successful design requirements, and plans. Bulletin boards and display boards are explained and samples are shown throughout the publication.

Channels of Distribution. Teacher's Guide, 1968, 26 pages plus 14 masters for transparencies, $1.50, Offset.

The unit provides basic material for students to gain a knowledge of distribution and its significance in providing consumers with goods and services. Wholesaling, retailing, and service type operations are covered. The transparency originals are keyed to the concise content.

A Collection of Overhead Transparency Originals for Distributive Education. Teacher's Resource, 1966-67, 84 pages, $1.50, Offset.

The collection consists of about 80 "originals" from which transparencies can be made. Broad topical areas covered include: An Introduction to Distributive Education; Advertising; Record Keeping; Sales; Financing; and, miscellaneous transparency masters. Instructions for getting from the original material to transparencies is included in the publication.

Creative Thinking. Teacher's Guide, 1969, 128 pages, $3.50, Offset.

This guide shows what creativeness is and how to contribute creatively through an interplay of attitudes, aptitudes, resources, and planning. The unit can be used with high school students, post-high school students, and adults. It is intended to provide an introductory study of the principles of creative thinking and to suggest ways and means by which individual and group creativity may be increased.

A Directory of Marketing and Trade Associations. Teacher's-Student's Resource, 1969, 51 pages, $2.00, Mimeo.

Contains a listing of marketing and trade associations related to distributive education. The list brings together in one place many sources, thereby facilitating communication and study in any desired area by the student-learner. Areas covered include: manufacturing, transportation, communication, wholesale and retail trade, finance, insurance, real estate, and services.

Distributive Education Guidelines for Training Plans. Coordinator's Guide, 1967, 105 pages, $2.00, Mimeo. (Cooperative Training).

Designed to serve as a reference for Distributive Education Coordinators. The content consists of 22 sample training plans for use in developing individual job training plans which involve the student, coordinator and employer. This guide should be used in conjunction with "Job Descriptions."

Distributive Education for Me? Could be... . 1965, 3 pages, $.01, Offset. (Cooperative Training).

Used by coordinators to gauge initial reaction in mass recruiting assemblies, etc. Has a fill-in blank on back cover for indication of interest in program.

Economics for Distributive Education. Student's Resource, 1969, 37 pages plus originals for making 17 transparencies, $1.50, Offset.

Contains an introduction to the study of economics with emphasis on the economic functions as they affect marketing and distribution. Basic concepts explored include supply and demand, production and prices. Through this introductory course students gain a deeper insight into the workings of the Nation's economic system.

Educational Media for Distributive Education. Teacher's Manual, 1967, 53 pages, $1.50, Offset.

The manual sets about to briefly list some media and materials presently in use, to point out specific sources of material available, and to list some techniques used to facilitate learning. The content should prove very valuable to a beginning teacher or coordinator concerned with student motivation and teaching excellence.

Ethics for the Distributive Education Student. Student's Resource, 1970, 39 pages, $1.50, Mimeo. (Cooperative Training).

Contains a series of case problems with discussion points prepared to stimulate student thinking. The problems center around the employment situation and circumstances facing young workers. Ethical solutions are asked for relating to on-the-job conditions.

Evaluation Forms. Teacher's Resource, 1964, 8 pages, 50/$1.50, 100/$2.50, Offset.

These student evaluation forms are made up of an original and a carbon printed on NCR paper requiring no carbons. Areas covered include:

D. E. Trainee Evaluation	- General Skills
Display Skills	- Specific Area
Bank Skills	- " "
Sales Skills	- " "

Orders may combine any of the four forms to arrive at a minimum grouping of 50 copies for an acceptable order.

Getting the Right Job. Teacher's Guide, 1970, 54 pages, $1.50, Offset. (Cooperative Training)

The content is organized into 5 units ranging from "Planning Your Career Objective to The Interview." The material is designed to aid the student in locating job sources, applying for employment, and successfully completing the interview. Teaching suggestions helpful in handling the content are included along with some instructional aids for teacher use.

How to Promote a Career in Retailing Work. 1964, 17 pages, $.10, Mimeo.

A planned project for a Distributive Education class. Detailed information concerning all phases of the retailing careers project including publicity tips, source materials, sample releases and a suggested speech text.

Introduction Card. Teacher's Resource, 1965, 1 page, $.01, Printed. (Cooperative Training).

This is a printed 3"x5" card used by a coordinator when a cooperative education student reports to a prospective employer. The reverse side of the card may be used by the employer to indicate his decision relative to hiring the student.

Job Descriptions. Teacher's-Student's Resource, 1967, 105 pages, $2.00, Mimeo. (Cooperative Training).

The manual provides a listing of duties for a wide range of jobs in the fields of distribution and marketing. It is designed as a reference guide to facilitate making up individual student training plans. Additionally, the job descriptions can be used to prepare the student for more successful on-the-job performance. Forty-one major job descriptions in D. E. are broken down into tasks performed by the worker on the job.

A Library for Distributive Education. Teacher's Resource, 1970, 34 pages, $2.00, Offset. (Cooperative Training).

The listing contains books on marketing and distribution, including some paperback selections. The alphabetical arrangement covers a spectrum from "Accounting" through "Vending Machines." A helpful source book for the teacher, coordinator, and librarian.

Mr. Employer. Guide, 1964, 4 pages, 50/$1.50, 100/$2.50, 250/$5.00, 500/$8.00, Offset. (Cooperative Training).

A handout for businessmen, parents, and students. Explains briefly the Distributive Education program and the responsibilities of all parties involved.

The Newspaper as a Teaching Device. Teacher's Guide, 1967, 31 pages, $1.00, Offset.

The guide contains ways to use the newspaper to augment textbooks and provide fresh approaches to capture student interest. Content includes 12 units ranging from "Teaching Advertising with a Newspaper" to "General Recommendations for Classroom Activities Related to the Newspaper." The two-column approach is utilized showing the topics to be covered and the suggested methods (techniques) to be employed in teaching the content.

Ohio's High School Program of Distributive Education. Guide, 1965, 7 pages, 10/$.25, 50/$1.00, Offset. (Cooperative Training).

A pamphlet explaining the high school cooperative program from the daily schedule, subjects studied, to possible career opportunities available to the Distributive Education graduate. A recruiting device.

Personality Development for Adults. Teacher's Guide, 1965, 36 pages plus student passout sheets, $1.50, Mimeo.

The guide covers such things as personality traits, voice, appearance, and other items associated with personality. The content has merit in the development of beginning workers in distribution. The two-column arrangement of the teaching outline provides teaching suggestions to accompany the content of the unit.

A Profitable Educational Experience for D.E. Students - Going Into Business for Yourself. Coordinator's Guide, 1967, 5 pages, $.10, Offset. (Cooperative Training)

A concise format for a student project giving objectives to be met, sources of information for students and specific project outlines with references.

Student Abilities and Attitudes in a Distributive Education Program. Teacher's Resource, 1965, 4 pages, $.05, Offset.

Contains a synopsis of the abilities and attitudes of significance to successful D. E. students. The leaflet has merit for use with those who select, guide, advise, and employ D.E. students.

Student Selection. Teacher's Guide, 1967, 57 pages, $1.50, Offset.

The guide takes a step-by-step approach to screening and selecting potential Distributive Education students. It is divided into three major sections with areas of concentration under each. The sections cover Selection of Students, Readings on Systems for Selection, and Promotional Aids for Student Selection. Paper and ink colors have been utilized to make teacher and student materials easily identifiable.

Suggested Program of Study for the Two-Year High School Distributive Education Program. Coordinator's Guide, 1967, 21 pages, $1.00, Offset. (Cooperative Training).

A program of study developed for use in the junior and senior year of Distributive Education programs. Topic areas are dealt with on a general basis with important sub-topics listed. The content outline is divided into 20 topics for the junior year and 10 topics for the senior year. Text references are listed which are keyed to the individual topics.

Taxonomy of Distributive Education. Teacher's Resource, 1968, 35 pages, $1.50, Offset. (Cooperative Training).

The publication contains the instructional code numbers for distributive education (distribution and marketing) covering specific jobs within these fields. The listings provide job code numbers in the 04.0000 series in the distribution and marketing areas.

OREGON

Marketing. Curriculum Guide, 1970, 109 pages, $2.50, Offset.

Instructional specifications are set forth for 18 areas in the cluster. Topics covered range from salesmanship and product technology to buying fundamentals and management functions.

PUERTO RICO

Preparatory Program on Distribution and Marketing Education. Curriculum Guide (in Spanish), 1968, 78 pages, Free, Offset.

The guide provides suggested curriculum content for a preparatory program at the 10-grade level. Activities and functions suitable for a program of distributive education are included.

SOUTH CAROLINA

Bulletin Board Ideas for Distributive Education. Teacher's Manual, 1969, 28 pages, $1.75, Offset.

The booklet is an aid in making the most effective use of the bulletin board. The suggestions contained in the publication should stimulate creativity in the teacher to find new or additional ideas, with a motivating message to students. The manual suggests involving students in all bulletin board activity to heighten their interest in distribution and marketing.

Distributive Education Student Handbook. Student's Handbook, 1969, 13 pages, $.50, Printed.

The handbook is addressed directly to the student and includes such things as duties and responsibilities of a D.E. student, Code of Ethics, the distributive education club, your future in D.E., and a place to record dates to remember. The use of color and the inclusion of illustrations make it an attractive student publication.

TEXAS (U.T.)

Advanced Selling. Teacher's Guide, 1966 (Reprint), 148 pages, $4.50, Offset.

The content, while planned to launch students into the realm of professional selling, is not above high school student comprehension. Six units are covered by the guide and include such items as the challenge in selling, knowledge of the merchandise is power, build business through good ethics, and others. Each unit draws together the main ideas for greater mastery. There is a vocabulary list, test suggestions, and a bibliography with each unit as well.

Applied Arithmetic For Distribution. Student's Manual, 1970 (Reprint), 95 pages, $3.00, Offset.

The information and the problems in the assignments are designed to equip the trainee with the skills of arithmetic suitable for application to merchandising problems. The 18 assignments are categorized under five main sections. Involved are computations in earnings, payroll and productivity; discounts and interest; margins, markdowns, and expenses; and, turnover and profit. The closing section deals with interpreting business records.

_____. Answer Book. Teacher's Manual, 1966, 42 pages, $1.25, Offset.

The answer book provides solutions to problems, information about projects and speeds the teacher's-coordinator's evaluation of student progress. There is also a helpful bibliography provided which contains many helpful texts and references.

Arithmetic for Distribution. Teacher's Guide, 1964, 128 pages, $3.00, Offset.

The material in this guide contains the basic fundamentals of arithmetic frequently used in the field of distribution. The 16 units take the learner from the addition of whole numbers and the making of change through percentage and weights and measures. Fundamentals are sufficiently detailed so that the teacher can concentrate on relating the instruction to real life situations in the field of distribution and marketing.

Arithmetic for Distribution Drills. Student's Manual, 1968 (Reprint), 97 pages, $3.00, Offset.

The content has been prepared for individual student instruction. It is intended to supplement class discussion and drill in arithmetic. Material in the manual is to be covered by first year students. In the four sections are covered such items as arithmetic fundamentals, mathematics for distribution, you and your federal income tax and administrative mathematics. Twenty-five units of instruction are included in the publication.

_____. Answer Book. Teacher's Manual, 1969 (Reprint), 28 pages, $1.50, Offset.

Contains the answers to the problems and assignments contained in the student's manual.

Basic Math of Distribution. Teacher's Guide, 1969, 176 pages, $6.00, Offset.

The publication is written from the point of view that in distributive education it has long been recognized that the teaching of math has needed a fresh approach or direction. The approach used in the guide is from the concept of profit in distribution. There are three parts that make up the content. Part I, The Principles of Profit; Part II, The Improvement and Development of Math Skills; and, Part III, The Application of Math to Distributive Functions.

Basic Organization of Distribution. Teacher's Guide, 1968, 108 pages, $4.00, Offset.

This guide is an enriched source book from which a teacher can develop teaching outlines. Included are masters for transparencies, a summary at the end of each unit, a vocabulary list, and organization charts. There are five units included which cover: How Our American Business System Operates; Channels of Distribution; Distribution in the Local Community; Fundamentals of Distribution Organization; and, How A Distributive Business is Organized for Work.

Color Dynamics. Student's Manual, 1968, 173 pages, $8.95 for the Kit*, Offset.

A basic knowledge of color is vital to merchandising and product information. The references used in the assignments are the best and simplest that could be found for high school level understanding. There are 21 assignments in the manual. Each assignment contains information about a specific topic, a series of questions to be answered, and several projects challenging to the trainee.

_____. Answer Book. Teacher's Guide, 1968, 77 pages, priced with the Kit, Offset.

The answer book aids the teacher in assessing the degree of learning and understanding achieved by the trainee.

* The Kit includes a student's assignment manual, an answer book for the teacher, and three reference booklets.

Communication in Distribution. Teacher's Guide, 1968, 175 pages, $7.00, Offset. (Cooperative Training).

The guide is prepared to help Distributive Education teacher-coordinators convince students that their communication can be effective and vital in their lives. Content is set up in two-column format with suggestions to the teacher given on one side and the teaching outline on the other. Five units are included: Communication Defined and Explained; Listening and Observing; Reading; Oral Communication; and Written Communication. Level of content: First year basic instruction.

Communications (Oral and Written). Teacher's Guide, 1964, 173 pages, $3.75, Offset.

The primary focus of this guide is to help each trainee understand and master the techniques of oral communication in order to use these skills in influencing others positively. Part one contains seven units dealing with oral communications. Part two, dealing with written communications, has ten units. Written assignments are incorporated into the guide to assist the teacher in developing student comprehension.

Congratulations on Becoming a Training Sponsor. Teacher's Manual, 1966, 21 pages, $.35 ea. - $.25 ea. in lots of 10, Offset. (Cooperative Training).

This is a compact, complete resource manual tailored to the needs of business men. It provides the teacher-coordinator with much helpful information to transmit to the sponsor of his trainees. Left with the businessman it can become a helpful handbook to guide him in his work with the student and the school.

Data Processing as it Applies to Distribution. Teacher's Manual, 1970, 113 pages, $5.00, Offset.

This teacher's manual provides a simple and direct approach to data processing and the use of computers. Subjects include: What is data processing?; factors of improved data processing methods; electronic data process; and, the application of EDP to distributive business operations.

Distribution in Our Economy. Teacher's Guide, 1970 (Reprint), 80 pages, $2.50, Offset.

This guide is intended to expose the displaced workers to a description and an analysis of the economic system, as related to distribution, in which they live and work. Major divisions within the manual include such topics as economics defined and explained, scope of the economy, economic concepts as they relate to distributive education, and career opportunities in distribution.

The How in Parliamentary Procedures. Student's Handbook, 1967, 56 pages, $.40, Printed.

The handbook is written for students who participate in group meetings where parliamentary procedures are employed. Its content, copyrighted in 1967 by The Interstate Printers and Publishers, Incorporated, Danville, Illinois, provides the basic content for a series of assignments on how to take part in a meeting, how to conduct one, and how to make sure all participants are protected.

_____. Student's Workbook. 1969, 23 pages, $1.00, Offset.

The workbook bontains 12 assignments that include problems and projects. Students are urged to role-play situations to develop skill in handling meetings with members of a peer group. A section of the booklet is set aside for a definition of terms based upon Roberts' Rules of Order.

_____. Teacher's Answer Book. 1969, 44 pages, $1.50, Offset.

This answer book, in addition to providing the teacher with the needed information for evaluating student performance, contains answers to the test on the first six assignments, a suggested test on the last six assignments with answers, and a definition of terms used in parliamentary procedures.

How to Supervise Employees. Instructor's Manual, 1969 (Reprint), 71 pages, $5.00 (Includes: How to Train Manual), Offset.

Contains the familiar two-column approach of teaching tips and content. There is included as well of set of 18 passout sheets which the instructor can reproduce and use in teaching the course. Topics covered include such items as, how to induct an employee, how to follow up, how to handle grievances and a check-up on supervision.

How to Train an Employee. Instructor's Manual, 1969 (Reprint), 54 pages, priced with above manual, Offset.

The manual contains the basic steps in training and covers techniques for putting across skill development, factual information and attitude development. Several helpful passout sheets are available in the manual as well.

Motivate for Profit. Teacher's Manual, 1967, 91 pages, $3.50, Offset.

This is a management course consisting of five units. Topics handled in the various units include man and his work, motives and motivation, job attitude factors, motivation techniques, and techniques at work. Included in the manual are 12 hand-out sheets.

Personal Development for Girls. Student's Manual, 1968, 145 pages, $3.00, Offset. (Cooperative Training).

The publication was developed to help young women in Distributive Education with any personal or individual problems. At the close of each assignment is a set of questions and one or more projects to help students apply knowledge gained relating to personality, personal appearance, positive attitudes and effective communication. There are three major sections in the resource manual. Section I, Developing Personal Health; Section II, Developing Personal Appearance; and, Section III, Personal Skills and Behavior.

_____. Answer Book. Teacher's Guide, 1968, 43 pages, $1.50, Offset.

The answer book provides the teacher with a handy aid when assessing student comprehension of the content of the unit assignments.

Personal Development for Young Men. Student's Manual, 1968, 119 pages, $3.00, Offset. (Cooperative Training).

The manual with its 26 assignments (including projects) was designed for boys in distributive education. The three sections in it parallel the three principal factors of personality--the way one looks, the way one speaks, and the way one acts or behaves. An answer book is available for sale to teacher-coordinators.

_____. Answer Book. Teacher's Guide, 1968, 45 pages, $1.50, Offset.

The answer book is an important aid in evaluating student comprehension of the content of the 26 assignments prepared for young men in the field of distribution.

Personal Qualities for Success in Distribution. Teacher's Guide, 1969 (Reprint), 50 pages, $1.50, Offset.

The guide was developed to meet the needs of individuals preparing for entry jobs in distribution. It consists of five units and a bibliography. Topics covered included the able man and his health, attitudes and ethics. How to apply for a job is also included in the content of this booklet which is one of a series consisting of four manuals entitled, Preparatory Series. All four manuals purchased as a set sell for $9.95.

Projects. Teacher's Manual, 1969, 180 pages, $6.00, Offset.

This manual makes available to the teacher a wide range of projects for use in teaching situations. It provides sufficient resources to free the instructor to better organize and teach content and to spend more time with individual students. The five units included in the publication are: personal qualities for success, arithmetic, communications, distribution in our economy, and basic selling.

Public Relations for Retail Employees. Teacher's Manual, 1968 (Reprint), 107 pages, $2.00, Offset.

This six-unit course covers such areas as what is public relations, individual personality, group relationships, speech, demonstrating public relations situations and customer relations problems.

School and Business Relationships. Teacher's Guide, 1969, 150 pages, $5.00, Offset. (Cooperative Training).

Contains basic information needed by the teacher-coordinator in working with cooperative education students. A preview outline helps the instructor organize and plan the areas of major importance for the learners. The guide covers four units: An Introduction to Distributive Education; Orientation; Personal Development and Preparation for Work; and, Your Career in Distribution. Level of content: First year basic instruction.

Techniques of Job Analysis. Instructor's Manual, 1969 (Reprint), 89 pages, $4.50, Mimeo.

The course provides for practical working knowledge of the job analysis techniques. It is set up on the basis of 10 hours of instruction. Topics covered in the two-hour sessions include, an introduction to job analysis, preparation of forms, techniques of collecting information, processing, and putting the job analysis to work.

The Use of Behavioral Objectives in the Pre-employment Laboratory Curriculum of Distributive Education. Teacher's Handbook, 1970, 43 pages, $3.00, Offset.

Contains six sections dealing with behavioral objectives and their use and application in distributive education. There are available in the handbook, definitions, examples of behavioral objectives, and applications of the use of objectives in the pre-employment laboratory.

Your Attitude is Showing. Student's Manual, 1964, 149 pages, $3.15, Printed. (Cooperative Training).

This reference manual has been prepared by Elwood H. Chapman and published by Science Research Associates, Chicago, Illinois. It is a part of a set of three manuals dealing with attitudes.

_____. Assignment Manual. Student's Manual, 1969 (Reprint), 20 pages, $1.00, Offset.

This publication contains 20 assignments based upon the reference manual described above. Assignments cover such items as fundaments of good human relations, how to compensate for youth and inexperience, how to make good first impressions and many more.

_____. Answer Book. Teacher's Manual, 1969 (Reprint), 38 pages, $1.50, Offset.

Contains suggested acceptable answers to the assignment questions. The material is helpful in assessing student understanding and comprehension.

WEST VIRGINIA

Curriculum Guide and Handbook. Curriculum Guide and Handbook, 1969, 88 pages, $1.50, Mimeo. (Cooperative Training).

The guide has been developed for use by teacher-coordinators. The content is divided into 10 sections, including: Preparatory Curriculums; Organization and Administration of Adult Programs; The D.E. Coordinator; Organization and Operation of Cooperative Education; The Project Method in High School Programs; and, D.E. Club Activity. The handbook contains a section on evaluation and one on available resources.

NOTE: Publications marked (Cooperative Training) in the title or supportive statement are designed for use in cooperative education programs.

OCCUPATIONAL RESOURCE MATERIAL

Materials that follow are general in nature, apply to all vocational areas, and are listed under the headings of Administrator's Resource, Student's Resource or Teacher's Resource. The Teacher's Resource material may prove helpful to Supervisors and Administrators as well.

ADMINISTRATOR'S RESOURCE

All Vocational Areas

MICHIGAN (DVE)

A Guide to Establishing Vocational-Technical Advisory Committees. Administrator's Guide, 1968, 7 pages, Free, Offset.

The publication offers assistance to local schools in the formation and use of advisory committees. Excellence in vocational education requires the best efforts of educators, businessmen, industry, labor, and the public. Advisory committees are an essential part of sound Vocational-Technical Education. This booklet provides many helpful guidelines on how to establish and work successfully with advisory groups.

WYOMING

Follow-up Procedure for Post-Secondary Vocational-Technical Graduates. Supervisor's Manual, 1967, 11 pages, Free, Offset.

The booklet offers local administrators a workable follow-up procedure involving minimum outlay in time and money. It provides basic information to complete USOE forms dealing with graduates and dropouts. Single copies available so long as the supply lasts.

STUDENT'S RESOURCE

All Vocational Areas

ALABAMA

Applying for a Job. Student's Workbook, 1966, 21 pages, $.40, Offset.

Programmed material designed for students who are educationally handicapped. This lesson booklet is for the purpose of helping the student learn how to prepare himself to look for a job and how to conduct himself at a job interview. An answer book, a pre-test and a post-test are included.

Good Job Habits. Student's Workbook, 1966, 29 pages, $.40, Offset.

Programmed material designed for students who are educationally handicapped. This lesson booklet is for the purpose of helping the student learn how to be a good employee by doing a good job, being dependable and getting along with his supervisor. An answer book, a pre-test and a post-test are included.

How to Make $50,000. Student's Workbook, 1966, 9 pages, $.35, Offset.

Programmed material designed for students who are educationally handicapped. This lesson booklet is for the purpose of helping the student learn about the value to the individual in continuing his education at least to completion of high school. The money value of education is stressed. Illustrated. A series of questions are included.

Introduction to Credit. Student's Workbook, 1966, 25 pages, $.45, Offset.

Programmed material designed for students who are educationally handicapped. This lesson booklet is for the purpose of helping the student learn about buying on credit or "charging" purchases. Five of the most widely used credit plans are discussed. An answer book, a pre-test and a post-test are included.

Introduction to Table Manners. Student's Workbook, 1966, 33 pages, $.50, Offset.

Programmed material designed for students who are educationally handicapped. This lesson booklet is for the purpose of helping the student learn about table manners and the details concerned with eating a meal with others, making it a pleasant occasion. Illustrated. An answer book, a pre-test and a post-test are included.

Introductions. Student's Workbook, 1966, 14 pages, $.40, Offset.

This is a unit in a course in social skills. It provides information and training in how to introduce oneself to others and how to introduce two or more people to each other.

ILLINOIS

Applying for a Job. Student's Guide, 1969, 12 pages, $.15, Offset.

Many questions confronting students are answered in this leaflet. It deals with such items as taking personal inventory, getting additional training, finding out what jobs

are available, writing a letter of application, and being interviewed by a prospective employer.

Capitalism, Socialism, and Communism. Student's Guide, 1964, 12 pages, $.15, Offset.

This leaflet deals frankly with the forms of government. It points out that there are two basic types of government in the world today: (1) popular governments, and (2) dictatorial governments. In any country where the people are really free, there is always open, organized, aggressive opposition to the group or party in power.

NEW JERSEY

When You Go to Work. Student's Manual, 1968, 200 pages, $2.00, Offset.

A very basic book designed primarily for the needle trades, to prepare students with limited vocabulary for the world of work. Each concept is humorously illustrated. There is a vocabulary section at the beginning of each lesson. The six unit headings are: The Factory, A Good Worker, The Job, Shop Mathematics, Clothing for Women and Clothing for Men.

PUERTO RICO

Occupational Orientation Leaflets (In Spanish)

The leaflets contain information helpful in orienting a student to the nature of the occupation, the preparation required to enter, salary considerations and the opportunities that exist in the field under consideration. Prepared for student's use.

The Actuary. 1969, 5 pages, Free, Printed.

The Oceanographer. 1969, 6 pages, Free, Printed.

The Physician. 1968, 12 pages, Free, Printed.

The Physicist. 1969, 7 pages, Free, Printed.

The Geologist. 1969, 5 pages, Free, Printed.

SOUTH CAROLINA

Locating and Securing a Job. Student's Manual, 1970, 29 pages, $.50, Printed.

The manual was prepared for high school students enrolled in Vocational Education courses. Addressed to the student, the manual takes him through a series of seven steps in securing a job. There are assignments and helpful illustrations which provide opportunity for the application of the ideas set forth in the text material.

TEACHER'S RESOURCE

All Vocational Areas

ALABAMA

Alabama Course of Study - Volume I. Teacher's Guide, 1964, 482 pages, Free, Offset.

A State course of study, covering the work in Grades 7 through 12, in the following fields: English, Social Studies, Health and Physical Education, Mathematics, Science, Foreign Languages, Business Education, Fine Arts, Counseling Services, and Educational Television.

CONNECTICUT

Current World Affairs. Course Outline, 1967 (Revision), 85 pages, Free, Mimeo.

The course outline is designed for use in a 10-grade social studies course. Topics covered include The United Nations, Asia (including the Middle East), Africa, Europe, USSR and Latin America.

English Grammer Outlines - Grades IX to XII. Teacher's Guide, 1967, 53 pages, Free, Mimeo.

The aim of the program is to meet the needs of the students in order to improve their powers of communication and to assist them to become critically perceptive of themselves and others through a reading program geared to their needs and interests. Content includes vocabulary, sentence structure, oral communication, written expression and the like.

Modern Media for Vocational Technical Education. Education Resource, 1967, 43 pages, Free, Mimeo.

The bulletin contains summaries on various educational medias that are being utilized in vocational-technical training programs. It describes such medias as programmed instructions, instructional television, and the like. It also contains conclusions, recommendations and a bibliography.

Outline for Related Science - Grade 10. Teacher's Guide, 1967, 98 pages, Free, Mimeo.

Subject matter for this 10-grade course has been drawn from the physical sciences. In addition to setting forth principles, the outline provides teaching suggestions and trade applications helpful to the vocational teacher.

Outline for Related Science - Grade 11. Teacher's Guide, 1967, 28 pages, Free, Mimeo.

Content includes a skeleton outline of the course, teaching suggestions and aids, trade applications, a lesson plan format and many more helpful ideas useful in teaching the course.

Outline for Related Science - Grade 12. Teacher's Guide, 1966, 11 pages, Mimeo.

Provides an outline covering related science in the areas of materials, processes and testing.

INDIANA

Procedure for Establishing Area Vocational Schools. Guidelines, 1967, $.40, Offset.

Procedures and guidelines outlined constitute the instructions for implementing the establishment of area vocational school districts.

KANSAS

Principles and Philosophy of Vocational Education. Teacher's Manual, 1967, 105 pages, $2.50, Offset.

The content is helpful in understanding the principles of vocational education. Topics covered include the role of vocational education, types of students, vocational instruction, review of the Federal Vocational Acts and similar items.

NEW JERSEY

Student's Manual for Supervised Teaching of Vocational Subjects. Student's Manual, 1970, 63 pages, $2.00, Offset.

A manual prepared specifically for trainees enrolled in the course entitled, "Supervised Teaching of Vocational Subjects". Responsibilities and requirements of teaching vocational subjects are stressed in the publication.

NEW MEXICO

Personal Growth Curriculum for Adult Basic Education. Curriculum Guide, 1970, 157 pages, Free, Offset.

Content is designed to not only provide skill development in mathematics, reading, and writing, but also to develop a new life perspective, and an awareness of family and social responsibilities. It is intended to lift attitudes from defeatism and rejection to those of confidence and leadership.

The guide contains six major divisions including: Introduction, Family Life, Health Education, World of Work, Money Management, and Citizen and Government.

Pre-Vocational Orientation in Vocational Education for Junior High Schools in New Mexico. Instructor's and Counselor's Guide, 1967, 125 pages, Free, Offset.

Designed as a source of occupational information relevant to opportunities in vocational education, which are appropriate for use with junior high school students in New Mexico. It also contains a film list and bibliography.

SOUTH CAROLINA

Low-Cost Teacher Made Overhead Transparencies. Teacher's Manual, 1969, 63 pages, $1.00, Printed.

This printed, well-illustrated booklet contains a thorough discussion of the merits and potential of one material that can be used in the production of overhead transparencies. The material, known as three Mil Trycite, has been selected because it is economical, versatile, very transparent, and can be obtained in a pre-cut size useful in teaching. It can be utilized without expensive equipment or processing materials. The publication provides the, "How to do it" of transparency production in excellent detail.

TENNESSEE

Vocational Related Training for Special Students. Curriculum Guide, 1968, 174 pages, $4.50, Offset.

A guide designed to help the teacher working with the potential high school dropout, slow learner, disadvantaged, culturally deprived, or the nonachiever. It provides the teacher with an ideal opportunity to extend his creativity and to introduce practical education for living. Suggested instructional units include such areas as: getting along with others, the job interview, business and commercial forms, the pay check, community life, and many others.

TEXAS (A&M UNIV. EES)

Information and Format for Designing Objective, Essay, and Performance Type Tests. Teacher's Guide, 1970, 81 pages, $1.75, Offset.

The guide is designed to assist vocational teachers in developing valid, reliable and comprehensive tests. There is much general information about tests and a variety of objective type tests are reviewed. Examples of various tests give the teacher an insight into the types and their development.

All Vocational-Technical Areas

WYOMING

Wyoming Mathematics Curriculum Guide - Grade 7-12. Teacher's Manual, 1970, 34 pages, Free, Printed.

Through the program of mathematics the student should become aware of the power and influences of a command of figures in his continuing occupational and personal development. The content can be summarized as an attempt to: (1) emphasize the "why" just as much as the "how", (2) teach mathematics as a structure, (3) allow students to discover relationships for themselves whenever possible, and (4) teach the social utility, or practical applications of mathematics and of arithmetic computation.

Guidance All Vocational Areas

OKLAHOMA

Career Exploration. Teacher's Guide, 1970, 101 pages, $1.50, Offset.

The guide is designed for use by teachers in planning and implementing a course in the exploration of careers. Content is geared to the 8, 9, or 10-grade levels. A group of creative ideas and recommendations has been brought together in this publication to help the teacher plan a practical course designed to fit the needs of students to meet the challenges of the future. The four units include such topics as: Know Yourself; World of Work; Use of Occupational Information; and, Career Educational Planning.

INSTRUCTIONS FOR ORDERING
DISTRIBUTIVE EDUCATION CURRICULUM MATERIALS

Orders for materials should be sent to the address of the appropriate State source. Specific ordering information is indicated where applicable. Prices are subject to change without notice.

ALABAMA

Checks for Distributive Education materials should be made payable to Alabama Distributive Education Service and sent with the order. P.O. Box 2847, University, Alabama 35486.

ARKANSAS

Division of Vocational, Technical, and Adult Education, State Department of Education, State Education Building, Little Rock, Arkansas 72201.

Most publications are free. (Single Copy)

CONNECTICUT

Curriculum Center, Division of Vocational Education, State Office Building, Room 336, Hartford, Connecticut 06115. Publications are free and sent postpaid. Request must be made on official school system stationery.

FLORIDA

Mr. J. Larry Todd, Educational Materials Specialist, Department of Education, Room 275, Knott Building, Tallahassee, Florida 32304. Single copies are free, with one exception -- Bulletin 72, A Guide to Business Education in Florida Schools, which must be purchased. Check in amount of order made payable to the Florida State Department of Education.

IDAHO

Idaho State Board for Vocational Education, 518 Front Street, Boise, Idaho 83702. Check in amount of order made payable to the Idaho State Board for Vocational Education, and must accompany order. Publications sent postpaid.

ILLINOIS

Vocational Agriculture Service, University of Illinois, 434 Mumford Hall, Urbana, Illinois 61801.

Terms of sale for ordering purpose are:

1. Items are sent postpaid at prices listed when payment accompanies the order.
2. Postage charges are added to these prices when we bill.
3. Orders are sent on account without question on school purchase orders or on school stationery signed by responsible school official.
4. Payment should accompany orders from individuals unless prior arrangements have been made.
5. Catalog and special order forms available without charge on request.

INDIANA

Vocational Resource Center, Department of Vocational and Technical Education, Indiana State University, Terre Haute, Indiana 47809. Check or money order in amount of order made payable to the Vocational Resource Center, Indiana State University, and must accompany order. Publications are sent postpaid.

KANSAS

Dr. K. E. Hoffman, The Coordinator of Vocational Education, Division of Business and Business Education, Kansas State Teachers College, Emporia, Kansas 66801.

LOUISIANA

State Department of Education, Baton Rouge, Louisiana 70804. Orders accepted for single copies only. Orders must be on official stationery or purchase order form.

MICHIGAN

Mr. Robert Batterbee, Chief, Printing and Mailing Section, Department Services Division, Department of Education, P.O. Box 420, Lansing, Michigan 48902. Single copies are available free.

MISSISSIPPI

Curriculum Coordinating Unit, P.O. Drawer DX, State College, Mississippi 39762. Orders accompanied by payment will be sent postpaid. Billing for all other orders will have postage added.

MISSOURI

Instructional Materials Laboratory, Department of Practical Arts and Vocational-Technical Education, University of Missouri, Columbia, Missouri 65201. Catalog available upon request.

Billing will accompany shipment of requested materials. Check in amount of order made payable to the University of Missouri, should be mailed to the University Cashier's Office, 123 Jesse Hall, Columbia, Missouri 65201.

NEVADA

State Supervisor, Department of Education, Vocational-Technical and Adult Education Division, Carson City, Nevada 89701. Publications are free.

NEW JERSEY

Curriculum Laboratory, Department of Vocational-Technical Education, Graduate School of Education, Rutgers -- The State University, 10 Seminary Place, New Brunswick, New Jersey 08903. School orders must be made on official school purchase order form. In addition to price of materials, you will be billed for postage and shipping charges.

Individuals may order materials by including a check or postal money order for the amount of the materials plus 10 cents per book postage. Checks made payable to the New Jersey Department of Education, Vocational Education Division.

NEW MEXICO

It is the general practice in this State to send a copy of all new material to each State Supervisor and Head Teacher Educator representing the area of service in which the material was developed. Others may obtain copies of the listed material by addressing the appropriate State Supervisor.

For Supervisors of all Vocational Divisions, address: State Supervisor, Division of Vocational Education, State Department of Education Building, Capitol Complex, Santa Fe, New Mexico 87501.

NEW YORK

The State Education Department, Bureau of Finance, Publications Distribution Unit, Albany, New York 12224. Single copies only sold to educational institutions outside the State. No "on approval" copies will be sent. Prices given are net and include book rate postage.

Orders, with remittance, should be sent to: The Publication Distribution Unit, State Education Department, Albany, New York 12224.

State Education Departments, colleges, or curriculum laboratories having similar materials to exchange should make arrangements with the Bureau of Secondary Curriculum Development, Albany, New York 12224. Copies of New York State curriculum materials are available through the microfiche services of ERIC and 3M IM Press.

OHIO

Distributive Education Materials Laboratory, The Ohio State University, 1885 Neil Avenue, Columbus, Ohio 43210. A school purchase order form and check or money order must accompany all orders, and made payable to the Ohio State University. A catalog with order forms is available on request.

OKLAHOMA

The Curriculum and Instructional Materials Center, State Department of Vocational and Technical Education, 1515 West Sixth Street, Stillwater, Oklahoma 74074. Check in amount of order made payable to the Curriculum and Instructional Materials Center, and must accompany order. Publications are postpaid.

OREGON

Division of Community Colleges and Vocational Education, Oregon Board of Education, Public Service Building, Salem, Oregon 97310.

PUERTO RICO

Mrs. Ana L. Reyes de Martinez, Director, Vocational and Technical Education, Research Coordinating Unit, Department of Education, P.O. Box 759, Hato Rey, Puerto Rico 00919.

SOUTH CAROLINA

Vocational Education Media Center, Clemson University, Clemson, South Carolina 29631.

With order of less than $10.00, include payment. Orders that do not include payment should be made by official purchase requisition.

TENNESSEE

Inquiries for specific publications should be made to the Vocational Curriculum Laboratory, Box 1114, Murfreesboro, Tennessee 37130.

TEXAS (A&M UNIV. EES)

Engineering Extension Service, Texas A&M University, F.E. Drawer K, College Station, Texas 77843. A school purchase order and check or money order must accompany each order, and made payable to Texas A&M University. Catalog available. A 2 percent State sales tax or tax exemption certificate required in addition to prices listed. The usual charge for postage and handling on a single outline is 25¢.

TEXAS (U.T.)

Distributive Education, Instructional Materials Laboratory. Division of Extension, The University of Texas, Austin, Texas 78712.

Terms: Net 30 days.

Individuals ordering manuals must include cash, check or money order. Credit is extended on orders received on bona fide school purchase orders.

UTAH

Division of Vocational and Technical Education, 1400 University Club Building, Salt Lake City, Utah 84111. Check in amount of order made payable to the Utah State Board for Vocational Education, and must accompany order.

WEST VIRGINIA

State Supervisor, Department of Vocational Education, Capitol Building, Charleston, West Virginia 25305. Check in amount of order made payable to Vocational Curricula Material Funds.

WYOMING

State Department of Education, Division of Public Information, Capitol Building, Cheyenne, Wyoming 82001.

NOTE:
REQUEST FOR SPECIFIC MATERIAL CONTAINED IN THIS ANNOTATED LISTING SHOULD BE SENT TO THE APPROPRIATE STATE SOURCE

☆U.S. GOVERNMENT PRINTING OFFICE: 1973—772-050/87